



POLICY DOCUMENT

DHEYA CHAPTER

FORMATION & OPERATION

Version 1.0

<u>Date of Preparation:</u>	27 Mar 2019	<u>Document Number</u>	<u>DHE/CHAP/1.0</u>
<u>Prepared By :</u>	Naveen Badrinarayan		
<u>Approved By:</u>	Anand Desai		
<u>Version</u>	1.0		

Entire contents are copyright© 2019-20 Dheya Career Mentor. All rights reserved. Reproduction of this publication in any form without prior written permission is forbidden.

History of Changes

[illegible]

Table of Content

1.	Introduction	4
2.	Objective	6
3.	Dheya Guidelines	7
4.	Activities of Members – Award of “Career Development Units” (CDU)	9
5.	Benefits to Members	9
6.	DHEYA CHAPTER - Roles and Responsibilities	11
A.	Learning & Development	11
B.	Business Development	11
C.	Marketing	12
D.	Finance	13
7.	Quarterly Meetings	13
8.	Disputes and Arbitration	13
9.	Code of Conduct	14

1. Introduction

Dheya Career Mentors, India's first and best Career Guidance and planning organization has been in this business since 2006 and has impacted more than 2.5 lakh lives in India. Dheya worked with a lot of students and professionals through a select group of trained mentors from 2006 till 2015. The organization has now evolved into a community-based organization since October 2015 by creating a community of senior mentors across India, with an aim to impact 1.64 crore youth and professionals by 2025. This community has grown reasonably well, and the business done through the community has more than tripled from 2016 to 2019, which is a very positive sign of growth. However, over a period, the community has been connected and networked only in their respective batches when they got trained. It is important that all the mentors in each location be united to utilize the collective thoughts and come up with ideas based on the learnings and knowledge of the successful leaders as well as the performers. The coming together of all CDFs/ mentors in the community will enable many mentors to shift their gears from Neutral to a higher gear of achievement, both in terms of impact of delivery and recognition.

Dheya Chapters will be opened location wise and each location will have its own leaders managing the Chapters. These Chapters will be governed by specific policies and the finances will be managed locally by the respective Chapter. This new initiative of "DHEYA CHAPTER" will be constituted and run by "Members" who will enroll from the CDFs and Mentors. The membership of the Chapter will be separate and all CDFs and mentors will have to enroll into the Chapter. All members will contribute actively to the Chapter and for every contribution, the members will receive rewards/ awards and recognition. The activities of the chapter will be in line with Dheya's vision of positive empowerment of youth and creating a buzz by increasing our visibility in the location.

Dheya Career Café

In order to have a regular flow of business for all mentors at each location, a career café model is being launched across India. These are franchisees of Dheya who will be given an area of jurisdiction. Dheya Career Café will be the "**Business**" arm of Dheya which will acquire business. They will be allocated a specific jurisdiction area and some members of the Chapter will be allocated/ assigned to the Café. The Career Café will support the mentors by acquiring business. The Career Café is not permitted to do promotional campaigns in other areas other than the area of jurisdiction for acquisition of retail clients. They could however tie up with an institution and do business agreement with them outside their jurisdiction, for which the Mentors in that location will be assigned for delivery at the institution by the Chapter. So, it will be a win-win situation for both the Café owner as well as the Mentors who are members of the Chapter. These two arms of Dheya will serve the purpose of both acquisition of Business and strong impactful delivery of sessions.

Role of Dheya HO. Dheya HO will continue to be the central repository of knowledge, processes, policies and frameworks. Also, the psychometric assessments, validation of reports and graphs, assigning of mentors, scheduling sessions, and quality control as well as quality assurance shall be the main role of Dheya HO. All the Chapters and Café will have to operate through the Dheya HO for these functions strictly. No other entity is authorized for the above unless the specific authority for the same has been given in written communication by Dheya HO, Pune.

All content of Dheya is to be forwarded only on Dheya email IDs to protect the IP of Dheya. Downloads are not permitted and please protect the IP of Dheya. Dheya HO also will be the main arbitrator in case of any dispute which remains unresolved by any Chapter or Café. The assigning of mentors for cases will be on a round robin for any cases being acquired centrally. However, for any cases being referred by the Chapter members, the first preference will be given to the referring Mentor.

Dheya HO will review progress of each chapter each quarter and review all action points for closure. Dheya HO will bring out any amendments or review points to improve the functioning of Chapters.

Dheya HO will publish updates in training material and process documents as and when reviewed and updated and the same is to be disseminated by the respective Knowledge leaders during the Chapter meetings.

All Chapter accounts will be maintained through the central Dheya Bank account and invoice generated for expenses which shall be reimbursed to each local account. Dheya HO will issue an account statement for each Chapter indicating the fees collected and the expenses incurred during the month.

2. Objective

Dheya Chapter members will be the “**Delivery**” arm of Dheya fully powered with skills, knowledge and experience to deliver the best to the students and professionals across the nation. The combined knowledge of the community will be unleashed due to the confluence in this Chapter, which will enable a physical face to face meeting up of all Mentors under a single roof. Secondly, the chapter will enable brainstorming and idea creation to build a large level of awareness about Career Planning in the entire nation with a strategic focus on impacting maximum people. The chapter will also support the Career Cafés to enable them to acquire leads through institutions.

Dheya Chapter Objectives are as follows: -

- (a) Learning and sharing success stories of sessions.
- (b) Dissemination of Knowledge Updates and Policy Updates of Dheya
- (c) Idea Generation to create a Buzz (Awareness) in the Market/ Society.
- (d) Business Coaching and enabling self business plan creation by each member.
- (e) Collaborative efforts to get Institutions and leads till the time Career Café is not signed up
- (f) Felicitate and Award the achieving Mentors
- (g) Conduct Parent Workshops and Career Awareness workshops
- (h) Work together as a strong positive community to spread the Buzz of Dheyaism.
- (i) Enable and reinforce the Positive values of Dheya during the Meetings.

3. Dheya Guidelines

1. Chapter Members will be enrolled into their chapters and a Membership Number will be allocated to them on their enrolment.
2. Core Team will be initially set up by Dheya. Later, the core team can be elected by the Round table to be changed every 3/6 months. The periodicity can be decided by the Chapter in the initial meetings. However, it is recommended that to provide everyone in the community a chance, the duration of any position should not exceed 6 months.
3. Every Member will pledge to attend all the chapter meetings and actively contribute. The member should be present for at least one meeting every two months, 4 meetings in 6 months or 9 meetings in 12 months to keep their membership **“Active”**. If they have missed a meeting, they will have to compensate by additional activities/ fees which will be prescribed by the Chapter Core committee. In cases of sincere compassionate reasons of death/ serious illness etc., this attendance may be waived off on a case to case basis. The year will be considered 01 April to 31 Mar for this purpose.
4. Active and regular Chapter Members will be given preference for any Bulk sessions in institutions as well as direct enquiries coming through the web/ social media as well as Career Cafes.
5. The location will be divided into geographical Groups/ Clusters and each group will have a SPOC/ Leader who would represent that group during the monthly meetings. This leader will be a senior mentor who has completed Advanced training and done enough sessions with a rating of minimum 4.5 and above only.
6. **CDF Referrals.** Only Chapter Members will be eligible for additional referral fees as well as a special referral commission to enroll more mentors in Dheya. CDF referrals given by the Chapter members: each member will be eligible for a payout. The pay-out for the CDF referral is 4000/=, and in addition, 1000/= will be added to the chapter fund. **Only Chapter Members are eligible for this payout. This payout amount is subject to revision by Dheya time to time.** Also the payout for a referral will be given after a certain duration of the CDF having become an active member. The payout for referral shall be disbursed after 3 months of the CDF joining the system.
7. Members will also be enabled to have their own system to market themselves using Dheya’s CRM system. Special services shall be provided to enable them to be publicized as Mentors and get more clients.
8. **Relationship Between Chapter and Career Cafe:** The Career Café is the Business Partner of Dheya for the location specified in the contract. The chapter will work through the Career Café to get the business. Café will support the chapter to get the mentors business, and the chapter will support the Cafe to deliver the sessions. Each Café will be assigned the CDFs related to the geographical jurisdiction of the respective Café, and these CDFs will be delivering the sessions at the Cafe.
9. The Chapter shall function as a self-sufficient unit, supported by the Head Office at Pune. The aim is to provide an opportunity for every member to be a successful mentor and do maximum cases impactfully and develop a credible reputation. The chapter will enable learning and development and to generate awareness in the market about Dheya and the work that we are doing.
10. The initiatives that exist today for spreading the buzz in the market are :-
 - a. Webinars being done by CDFs on industry connect as well as about Career Planning.
 - b. Know Your Mentor campaign. Ideas to be generated to use social media to publicize the mentors in their circle as well as the world.

- c. Articles/ Blogs and Quotes with pictures on the website. Back links to the various social media sites being done to increase website hits. 4 articles per week are being published.

4. Activities of Members – Award of “Career Development Units” (CDU)

Activity	CDU Awarded	Conditions	Awards
Webinar	1	NIL	Members Recognition and Rewards program will be based on the Yearly accumulation of these CDUs and the highest achievers will be eligible for a surprise award during the Annual Function of the Chapter. Every Member will have to generate a minimum number of CDUs to be “Active” in the Chapter every year. If unable to achieve the minimum number, there will be an “ Activation Fee ” which will have to be paid to change status to “Active” in the next year.
Seminars & parent workshops	2	If done by more than one, both will be eligible	
Career Guidance	3	Rating should be > = 4	
Career Planning	5	Rating should be > = 4	
School ESAT	2	Quantity should be more than 30	
School NCDAP	2	Quantity should be greater than 50	
School Career Decision	5		
School Career Lab	7		
College Career Lab	4		

This rating system will be implemented once the “Integrated System” is created for Dheya in which all the Mentors will be able to view their ratings and referrals as well as their payouts. The system integration is in progress and the actual date of implementation will be announced.

5. Benefits to Members

- Members of the chapter will be entitled to the following referral amounts, w.e.f. 12 April 2019, which will be valid till 31 Aug 2019: -

RETAIL BUSINESS (NON INSTITUTION/ NON BULK)

Referral Amounts	1-2 Referral/ Month	3-5 Referral/month	6-10 Referral/month	>10 referrals
Non-Member	12%	13%	15%	16%
Member	14%	16%	19%	21%
Chapter Fund	2%	2%	2%	2%
Non-Member Promotional Codes Referrals (Career Navigator and above only)	8%	8%	8%	8%
Member Promotional Codes Referrals (Career Navigator and above only)	11%	11%	11%	11%

- All calculations shown above are post deduction of 15% from the actual cost of the product for incidentals such as scheduling, documentation, venue charges, courier charges etc...

2. Active Chapter members will get preference for all Bulk Institution sessions.
3. **Awards & Recognitions.** The CDFs will be recognized and awarded for all their achievements during the monthly chapter meetings.
4. Special Schemes of Awards and Rewards will be announced.
5. Members will be enabled to increase their earnings by special provisions within the CRM system as well as the Social Media by publicizing their identity.
6. Annual Programs to felicitate the achievers and surprise rewards will be given to the Members during these programs.
7. For any Bulk business (Bulk is > 50 sessions of ESAT or NCDAP or any other product/ service) or Institution closure, the member will be entitled to 15 % of the Business Revenue generated. However, this will depend on the final price being negotiated for the product. The percentage may vary between 10% to 15 %.
8. Any Institute referral once given by a member will be locked for 3 months to allow the member to close. After 3 months it will be open to the other members or the Café. Dheya/ Chapter will support for conducting parents workshop/ teacher seminar etc..
 - a. Any institution or Bulk Business must be entered into the system as a Referral and the first person to do that will be the Business Acquiring Mentor for that institution.
 - b. However, if the mentor is unable to convert the business in three months duration commencing from the date of referral, the business will be available for any other Member to take up.
 - c. During Chapter meetings, all the Business units being worked upon are to be listed with the name of the Acquiring mentor. The location specific groups within the Chapter would enable this activity to be streamlined.

6. DHEYA CHAPTER - Roles and Responsibilities

A. Learning & Development

Objective:

To improve facilitation skills following Dheya philosophy, process and knowledge updates on future careers and competitors in Mumbai market.

Measurable:

1. Achieve a rating of at least 4 for CDFs within 3 months of setting of chapter.
2. Conduct 4 knowledge sharing forums in a month.
3. Creating a blog within a week of the chapter.

Action Plan:

1. Two well-structured Panel Discussion with successful CDFs at Round table meetings.
2. CDFs can ask questions freely to the panel. Duration: 20 minutes.
3. Two Talks by industry experts in a month.
4. Initially it can be expert from CDF community itself, later expert services can be hired, if needed. The parameters on which the talk must be structured will be given by L&D.
5. Creating online blog by L&D team with 2 postings a week.
6. Creation of a web page for each CDF within 2 months of the first meet.
7. Reiteration and Reinforcing of important concepts, facilitation process, earnings of CDFs and Rating process.
8. Content preparation as per any requirement vis-a-vis customized emails, presentation etc.
9. The last point also includes formats like Reimbursement advice for various expenses etc.

B. Business Development

Objective:

To set business targets for the chapter, Generate leads and effective utilization of leads.

Measurable:

Setting Business targets for 3months ending from the meeting date.

Generate 1200 leads within 1 month. (30 CDFs * 40 leads each.) (Conversion rate of 50 %)

Immediate Conversion of leads within a week.

Strategy:

1. Conduct 4 Parents workshops each in Schools and Corporates and 4 seminars by Industry experts in Schools.

Action Plan:

1. CDFs to be divided in group of 2-3 area wise for approaching schools, corporate.
2. Area demarcation for example in Mumbai :

- a. Western Suburbs: Bandra to Borivili
Dahisar to Virar
- b. South Mumbai: Mahim To Churchgate
 - a. Central Mumbai
 - b. Kurla to Thane
 - c. Kalva to Kalyan/Dombivali
 - d. Sion to CST
 - e. New Mumbai
- 3. To conduct 4 parents workshop, we need to approach 8 schools, 8 corporates for Parent workshop and 8 schools for conducting seminars. Sales resource will be provided for this activity. Initial calling up and setting up appointments will be done by this resource.
- 4. List down the prospective names of the schools and colleges in the second meeting to be held a week after the first meeting. The interim time period will enable all CDFs to make a Prospect list and have an effective Conclusive second Meeting.
- 5. L&D, BD to devise and impart an effective Approach plan in the second meeting.
- 6. Chalk out a plan for converting leads and sharing of responsibility of conversion by respective CDFs. Dheya will centrally support using a process and system-based lead qualification and management strategy.

Strategy:

Leverage the individual network of CDFs.

Action Plan:

- 1. CDFs to make a list of prospective leads and handover to the chapter. (In case CDFs cannot approach the prospects directly.
- 2. Referral amount as per Dheya policy.
- 3. The facilitation can be taken by the CDF giving referral or by any other CDF area wise. The allocation of the CDF and quality checks will be as per the Dheya policy being followed.

C. Marketing

Objective:

To impact the market to increase brand awareness and strengthen the brand equity of Dheya.

Measurable:

- 1. Conduct 3 Career Wellness Programs in 4 Schools, colleges and in Corporate each. (Sensitizing Students and Parents on the Futuristic Careers within two months.)
- 2. Conduct BTL activities like distribution of pamphlets, blog postings twice weekly, Standees at high footfall areas to catch eyeballs of possibly middle- and high-income group within 3 months of the meeting. **Digital Marketing is being handled centrally by Dheya to improve the website hits and get incoming enquiries.**
- 3. Participate in career shows, give advertisements for youth music/dance concerts, college festivals, where AV of Dheya can be displayed for Corporate branding within 3 months.
- 4. Book Marks to bookstores and book cafes can be distributed.

5. Radio Shows can be conducted by mentors, talking about career guidance and the importance of career planning.
6. Table Advertisements can be distributed to restaurants with Dheya's messages.
7. Dheya will be sending small video clips to be made viral on media. All members can record 15-30 second videos about what they felt about Dheya and the same can be uploaded one each day for increasing the virality. This will be done by Dheya HO. Chapter to ensure the preparation of videos by all members.

D. Finance

Objective:

To collect, manage, generate, and allocate funds for effective running of the chapter. The financial controller will ensure and maintain transparency of the account. Also, the spending of amount should be restricted to only the prescribed reasons as specified by the Chapter Committee. All expenses should have a receipt and the invoice forwarded to Dheya for reimbursement or advances can be drawn by the core committee.

Measurable:

1. Membership charges: An initial amount agreed upon will be taken as an enrolment fees for all Members. Each member will fill up the enrolment form and these funds will form the initial corpus. All leads being generated through the members of the Chapter will entail a share going into the Chapter Fund in addition to the individual referral being paid to the individual mentor. **(special rate only for members)**
2. Allocate funds for:
 - a. Marketing activities
 - b. Conversion of leads activities.
 - c. Workshop conducting fees for respective CDFs.
 - d. Fees to industry experts. (Could be CDFs or outside experts.)
 - e. Other reimbursement expenses.
 - f. Food and Refreshments at the meeting.
3. Maintain a record of Inflow and Out flows of the funds.
4. Finance record to be placed before the Members at the round-table meetings scheduled at least once in a month.

7. **Quarterly Meetings Across Chapters.** There will be a common webinar for all the Core committee for all Chapters across India together organized by Dheya HO at Pune. All core committee members are required to attend this meeting which shall deliberate on the actions taken at different Chapters and come up with amendments to Policies as well as any other changes that need to be done at the Central level. The periodicity of this meeting / webinar will be quarterly.

8. **Disputes and Any other Arbitration Issues.** Subject to the provisions of this document, if any dispute arises among the Members during the subsistence of this policy or thereafter, in connection with or relating to or concerning the validity, interpretation, implementation or alleged breach of any of the conditions mentioned in this document, then the Core committee and Members shall endeavour to settle such dispute amicably. If, however, the Members fail to arrive at an amicable settlement within a period of thirty (30) days from the date on which such dispute arose, either of the members may refer the dispute to Dheya HO and the representative of Dheya HO will be the neutral

arbitrator. The venue of the arbitration shall be Pune and the arbitration proceedings shall be conducted in English language.

9. **Code of Conduct.** All members of the Chapter hereby pledge to follow the code of conduct herein mentioned :-

- (a) All the basic core values of Dheya will be respected and followed hitherto.
- (b) Transparency in any financial dealings and all expenses through the Chapter shall be discussed in the chapter meetings and agreed upon through consensus of the members in a majority.
- (c) Chapter Fund is primarily for the operation of the Chapter through a Central account therefore and not for any kind of profit making or distribution of Profits.
- (d) Incentive schemes are outside the Chapter and that will be a part of Dheya Business proceedings. The chapter members will get additional benefit in the business commission as part of Dheya Business and not the Chapter.
- (e) Positivity is the core of this organization, and therefore all Members will endeavor to keep all discussions positive and empowering to the youth and professionals, and completely related to Dheya and it's affairs only.
- (f) Dheya believes in Oneness in Humanity, and no differences between any gender, caste, creed or religion will be appreciated. Please refrain from any such discussions or topics.
- (g) Leaders in a Chapter are representatives of Dheya and these positions are temporary and everyone in the Chapter will get a chance to take up a position. All leaders will be expected to showcase the highest level of integrity and commitment to the cause of Dheya, and keep the chapter united and focused towards achieving our DHEYA!!
- (h) Any breach of integrity, dishonesty or wrong dealings within the Chapter or outside, will be taken very seriously and will lead to removal of the member from the Chapter as well as disqualification as a Mentor of Dheya.
- (i) The funds are to be maintained and the basic balance sheet is to be displayed to all members during the Chapter meetings. The Financial controller will be responsible for the same.
- (j) The Chapter can decide on a "honorarium" amount which can be paid from the Chapter fund to the Core team for the work being carried out by them. This will be disbursed on a monthly basis.

Note: This policy document is the first of its kind being published for the Chapter formations and is subject to revisions and amendments from time to time based on recommendations from the Chapters.