

Home

A Not-For-Profit network of Educational centers initially across India and later to other countries

Our endeavor is to Light the Aspirational Torch of millions who do not have the resources and the guidance to seek employment in the fields of Retail & Hospitality, the 2 sectors that have helped us achieve our status today”

OUR MISSION

To educate, train and develop unemployed and underemployed youth from communities across India so that they are gainfully employed in the service sector particularly Retail & Hospitality

OUR ENDEVOUR

Our endeavor at LIST is to reach out to millions who do not have the resources and the guidance to seek employment.

Most young people today simply do not have the skills they need to enter the workplace over the course of their regular education in school. Employers today demand more than just a ‘degree’, and prefer individuals who have some relevant Social Skills.

Large Scale Colleges and MBA colleges charging high fees only impart technical knowledge to their students. These Students are not job – ready for working in the Service Industry

Our training is designed to include student engagement to the maximum level; this enables them to groom themselves into what the industry is looking for.

About Us

ABOUT LIST

The Landmark Group, as a Corporate Social Responsibility, has launched a **'Not - for- profit but for benefit'** Institution' to enhance the skills of the youth of India, making them a perfect fit for the Service Industry

This Institution is personally overseen by the Chairman of the Landmark Group to ensure that a difference is brought to the lives of the youth of India.

MISSION STATEMENT

To educate, train and develop unemployed and underemployed youth from communities across India so that they are gainfully employed in the service sector particularly Retail & Hospitality

OUR VISION

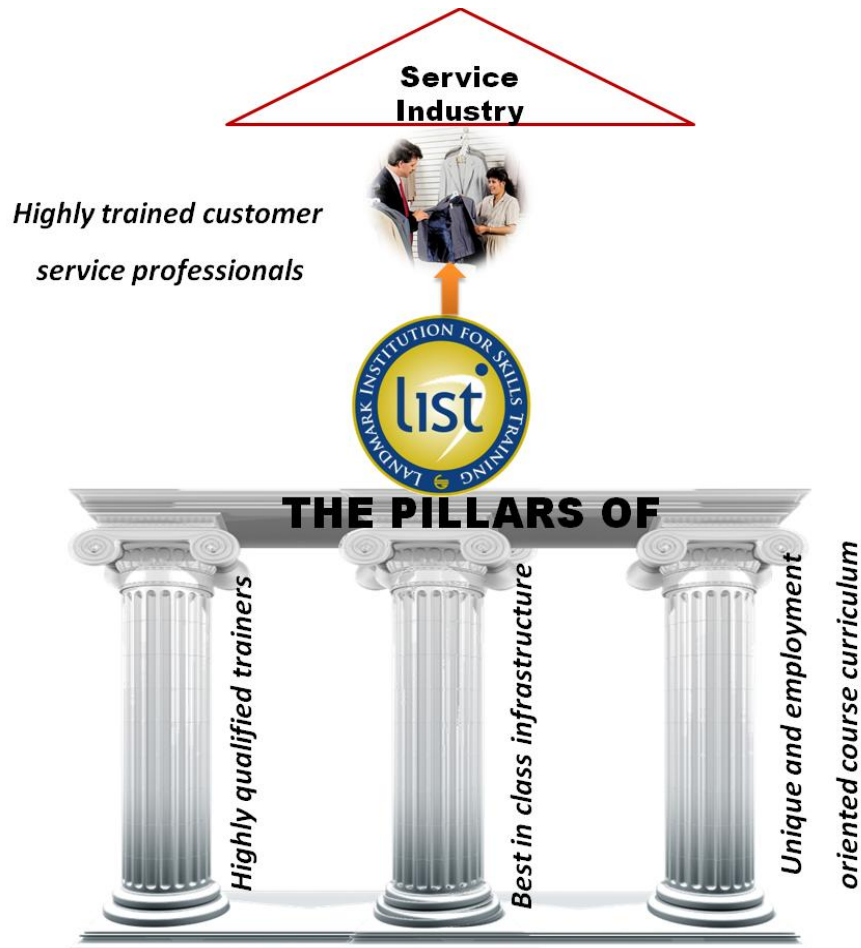
To train and develop 5 million eligible youth from deprived communities across India and abroad that they are gainfully employed across a cross section of Industries particularly Retail & Hospitality

OUR VALUES

LIST is built on 4 core values that define who we are:

- Creating Employability
- Commitment to Learning
- Making a Difference
- Discipline and Integrity

OUR PILLARS



OUR E - 5 MISSION

- Explore communities and identify potential students
- Educate stakeholders on benefits of partnering with LIST
- Enable through education and training in Retail & Hospitality
- Employ and assist in employment search
- Empower to bring about a positive difference to their families, communities and to their nation

About Landmark Group

The Landmark Group is one of the biggest Retail organizations in the Middle East and India and has a diverse portfolio of Retail and Hospitality brands

Key Group Facts :

The Landmark Group

- *Is present in 15 Countries across the world*
- *Has over 32,000 employees*
- *Has a turnover of over 4 billion USD*
- *Has over 1000 stores across the world*

Landmark Brands

Lifestyle : *Well-defined concept store Lifestyle offers a wide range of exclusive products from home décor, furnishing, lighting and bath décor to makeup, perfumes, fashion accessories, bags, spa products and teen gifts.*

Since its inception in 1998, Lifestyle has expanded into a chain of over 90 stores across the Middle East, offering an incredible range of products across all departments

max : *Max offers fashion clothing, footwear, accessories and household products at amazing value, all under one roof. A great shopping experience with fashionable products at superb value is an assurance that makes MaX customers "Look good. Feel good."*



: Spar is the world's largest independent food retail chain with 13,785 stores present in 37 countries. Shoppers have the option to choose from a wide variety of quality products in categories ranging from grocery, fruit and vegetables, bakery, dairy, take away foods, meat, poultry and fish, wine, beer and spirits, home textiles, personal care, crockery, utensils and kitchen appliances, electronics and IT accessories and more. Spar offers the freshest quality, widest choice, best value and personalized, friendly service packaged together to create an unparalleled shopping experience to "Live Life Better".



: Citymax India offers its customers a gamut of choices through Food Courts, Coffee Outlets, Specialty Restaurants and Fun & Entertainment Centres. The outlets have carved a niche for themselves by offering quality products, a lively ambience and warm & friendly service for a world-class experience.

Need for Skills Training

There is a huge demand for a well-trained workforce across industries, as India prepares to be the largest provider of human resource to the world.

The skyline of India has changed over the last few years. The emergence of malls, stand alone restaurants and star category hotels coupled with the spending power of the working force has given the Service Industry a huge requirement of employable manpower.

The Government aims to create 70 million new jobs by 2012, and has constituted the National Skill Development Mission. According to the National Skill Development Mission, the high growth sectors are automobile and auto components, transportation and logistics, warehousing and packaging, travel and tourism, media and entertainment, healthcare services and Retail.

India is facing a critical shortage of skilled manpower. The current education system does not address the skill demands of the industry and its future growth, leading to a gap between the supply available and the requirement of the industry.

In 2012, it is estimated that India will have approximately 57 million people who are school dropouts, illiterate, unemployed or underemployed.

The need of the hour suggests an employability oriented skill based vocational training, to enhance the dexterity of the youth of India and supplement the growing demand of the Industry.

The current capacity of institutions and initiatives which are imparting skill development in the country is 3.1 million per annum against the country's target of skilling 500 million people by 2022.

Most vocational training Institutes are characterized by structurally rigid and outdated syllabi that do not have much sync with the prevailing market conditions.

Dr. Manmohan Singh Hon'ble Prime Minister of India in his address at the Chief Minister's Conclave organised by the PHD Chamber on 28, September, 2006 at Chandigarh called for 'capitalizing on the emerging Knowledge Economy'. In this very spirit the PHD Chamber Task Force on Skill Development shall focus on achieving excellence in Higher and Technical Education, Vocational training and Research & Development.

It is important to recognize that with more than 35% of citizens aged below 15 years, 700 million young people below 35 years and population growing at 1.8% per annum, India is expected to become the global powerhouse of human resource by 2025. This is a magnificent force. Need is to ignite these young minds.

In the emerging era of knowledge-driven society, declining workforce and aging population in developed countries, India with its large young population has the opportunity to position itself as a quality source of skilled manpower for the world. India, it is argued, is experiencing an altogether new trajectory of growth intensive in intangibles such as knowledge and skills, because of its unique advantages in the current conjuncture.

To quote a study by the World Bank (2005: 10), India “has a critical mass of skilled, English-speaking knowledge workers, especially in the sciences. It has a well-functioning democracy. Its domestic market is one of the world’s largest. It has a large and impressive Diasporas, creating valuable knowledge linkages and networks.” It combines this with other key ingredients including: “macroeconomic stability, a dynamic private sector, institutions of a free market economy, a well-developed financial sector, and a broad and diversified science and technology (S&T) infrastructure”. In this view: “Building on these strengths, India can harness the benefits of the knowledge revolution to improve its economic performance and boost the welfare of its people”.

The large population can reap rich dividend for the country through a focus on providing quality higher technical education, vocational and industrial training and R & D. Therefore, emphasis has to be on setting up new institutions of excellence. The education system supported by partnership between the Government and the private sector shall provide a powerful engine for rapid economic growth in the next decade. The economy has been growing at an average rate of 5.6% (constant prices) in the 1990s and 6.9% in the first five years of the current decade. With an aspired growth rate of over 10 percent India is the fastest growing economy in the world. This high growth has been driven by the growing knowledge sector bringing to center-stage the need for human capital formation through expansion of higher and technical education, vocational and industrial training.

While dedicating a public-private partnership initiative at IIT, Delhi on March 20, 2006, the Prime Minister noted the fact that sector after sector is facing a supply constraint when it comes to skilled, qualified manpower. According to him, this is unacceptable in a country of over a billion people where many are still unemployed or are engaged in low-income activities.

Industry is also in consonance to this view and realizing this pressure high investments as well as coordination with industry requirements would need to be effected with concerted efforts in higher education, technical & vocational education/training, and research and development in order to match expected demand with supply.

Our Course

Our training is designed to include student engagement to the maximum level; this enables them to groom themselves into what the industry is looking for.

Certificate Course in Customer Service Management

Duration: 2 Months (including 15 Days of On Job Training)

- 1. Grooming :** *The module requires the trainees to practice grooming from Day 1 creating a habit by the end of the program*

Personal Hygiene : *Daily routine to ensure hygiene standards are maintained*

Body Language : *Posture Correction, Implication of Bad posture, Facial Expression with demonstration and interpretation, Gesture and their meaning, Positive and Negative Eye contact*

Uniform Handling : *Carriage of Uniform, Dressing Right, Maintenance of Uniform, Permissible accessories and Hairstyles*

- 2. English for Communication :** *Enabling our Trainees to express themselves with ease and confidence*

Pronunciation : *Verbal communication with correction of voice, accent and syllable stress through alphabet Pronunciation , passage reading*

Fluency through Communication : *Free speech analysis to correct trainee on flow of thought, accent and voice*

Functional English : *Phrases used on a day to day bases on the shop floor by Sales Personnel, explanation, usage and implication*

Simulation in Mock Store

3. Life Skills : *Helps bring an Attitudinal change in the mindset of the Trainees*

- **Communication and Barriers to Communication**
- **Listening**
- **Manners and Courtesy**
- **Team Building**
- **Time Management**
- **Self Management -**
- **Attitude / Conflict / Emotions**

4. Retail : *Customer Service in the Retail Industry*

- **Overview of Retail Industry**
- **Store Walkthrough**
- **Retail Terminology**
- **Product Classification**
- **Customer Orientation**
- **Practical Cashiering Sessions (POS)**

5. Yoga

Yoga is a holistic form of exercise and its benefits go way beyond the physical, and into the mental and emotional fields. It is relatively simple and if practiced correctly, Yoga can enhance your life and improve your health. Yoga basically consists of meditation, asanas (postures) and pranayama (breathing exercises), all applied towards achieving harmony between body and soul. Yoga helps improve the student's postures, their confidence levels and the way they carry themselves.

RET 101 – MODULAR EMPLOYABILITY PROGRAM

IN ASSOCIATION WITH KVTSDC

Very few opportunities for skill development are available for the groups (out of school youth & existing workers especially in the informal sector). Most of the existing Skill Development programs are long term in nature.

Poor and less educated persons cannot afford long term training programs due to higher entry qualifications, opportunity cost etc.

Therefore, a new frame work for Skill Development for the Informal Sector has been evolved to address to the above mentioned problems.

MODULE – Sales Person (Retail)

Name : Sales Person (Retail)

Sector : Retail

Code : RET101

Entry Qualification : 10th Standard and 14 Years of Age

Terminal Competency : After completion of training the trainee will be able to work as a sales person and handle customers in large/small sales outlets.

Duration : 180 hours

| Practical Competencies | Underpinning Knowledge (Theory) |
|--|---|
| <ul style="list-style-type: none"> Identifying Categories & Products available in a Retail Store in a simulated environment Identify Security Equipments Practice on giving first aid Visit to nearby retail outlets/showrooms/malls <ul style="list-style-type: none"> Demonstrate food safety practice in a simulated environment Cleaning work area in a simulated work environment Demonstrate Customer Interaction in a simulated environment Individual practice on public speaking | <p>Orientation to Retail</p> <ul style="list-style-type: none"> Familiarization with the day to day activity of the store associate in the store <p>Importance of Customer Orientation while interacting with customer at the store</p> <p>Orientation to Products</p> <ul style="list-style-type: none"> Familiarization with various Categories & Products available in a Retail Store <p>Safe Working Environment</p> <ul style="list-style-type: none"> Importance of store safety and Security <ul style="list-style-type: none"> First Aid, Fire safety & Evacuation Procedures Ambulance, Fire, Local Police Station contact numbers Familiarization of Scanning and other security systems and procedures used in the store Introduction to the retail food safety practices <ul style="list-style-type: none"> Apply personal hygiene, sanitation & House keeping Identify food safety plan/program |

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| | <ul style="list-style-type: none"> ○ Handle product hygienically ○ Clean work area and equipment ○ Monitor food safety ○ Contribute to continuous improvement <p>Speak Well</p> <ul style="list-style-type: none"> • Importance of Personality Development in Career Growth • Introduction to Communication • English Speaking • Personality Development • Communicate with Customers |
| <ul style="list-style-type: none"> • Demonstrate Smile, Wish, Greeting & Appreciating customers in a simulated environment • Role play on types of customers • Role play on good customer relationship. • Identifying different types of Visual Merchandising (VM) • Demonstrate VM in a simulated Environment | <p>Customer Relations</p> <ul style="list-style-type: none"> • Basics of Consumer Behaviour • The 5As* Concept • Profiling the Retail Market • Customer Relations • Dynamics of Customers • Build relationships with customers <p>Merchandising & Visual Merchandising</p> <ul style="list-style-type: none"> • Introduction to Merchandising |

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| <ul style="list-style-type: none"> • Produce retail visual illustrations • Manufacture visual merchandising support structures • Design, construct and maintain Props • Create a display • Demonstrate merchandising and category presentation skills • Visit to nearby retail outlets/showrooms/malls to observe VM | <ul style="list-style-type: none"> • Introduction to Visual Merchandising • Retail visual illustrations • Visual merchandising support structures • Props • Display • Merchandising and category presentation |
| <ul style="list-style-type: none"> • Demonstrate selling skills in a simulated environment • Role play on qualifier of a good Selling Skills • Basics of Selling • Qualities of a good sales person • Basics of Sales Inventory sales person. • Demonstrate High-end product selling skills in a simulated environment • Demonstrate skills in handling complex sale situations in a simulated environment | <p>Suggestive Selling</p> <ul style="list-style-type: none"> ○ Importance of Identifying customer needs ○ Probing to identify customer needs ○ Suggest product/service as per customer requirement • Selling high-end Products • Handling complex sale-situations • Dynamics of Sales and Service Delivery |

| | |
|--|--|
| | <ul style="list-style-type: none"> • Retail Sales Financial Responsibilities • Elements of marketing concepts, marketing mix and strategies. |
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Training Methodology

- **Theory Sessions - Classroom**
- **Role Plays – Mock Store**
- **Cashiering – Point of Sale System Lab**
- **Group Discussions**
- **Mock Interview Preparation**
- **Learning through Videos**

OUR INFRASTRUCTURE

The Bangalore Centre is architected to emphasize on services in the Retail and Hospitality Industry.

- 5 Classrooms with Audio Video Facility to enhance Training –
Capacity : 30 students per room



- Cashiering - Training Rooms

Equipped with Point of Sale (POS) Systems



- Mock Stores – for Real Time Retail Training





- Eco- friendly environment

- Fitness and Yoga Room



Placements

OUR PARTNERS

LIST has started its Pilot Batch on the 20th June 2011 with 27 aspirants between the age of 18 – 30 who are unemployed, underemployed or dropouts each having an ambition to make it big by achieving their dream job.

There is a huge demand for a well-trained workforce across industries, as India prepares to be the largest provider of human resource to the world.

The skyline of India has changed over the last few years. The emergence of malls, stand alone restaurants and star category hotels coupled with the spending power of the working force has given the Service Industry a huge requirement of employable manpower.

We will offer placement support to each student by training them on mock interview sessions, resume creation, confidence building and assisting them with interview opportunities within the service industry.

After a comprehensive 2 month certificate program LIST will enable students to seek employment in the Retail and Hospitality sectors the mainstay business domains of Landmark Group in India which owns Lifestyle Stores, Max , Spar, City Max , Home Centre, Splash , Bossini, and the recently acquired Fitness First brands and concepts.

OUR ALUMNI : Batch 1

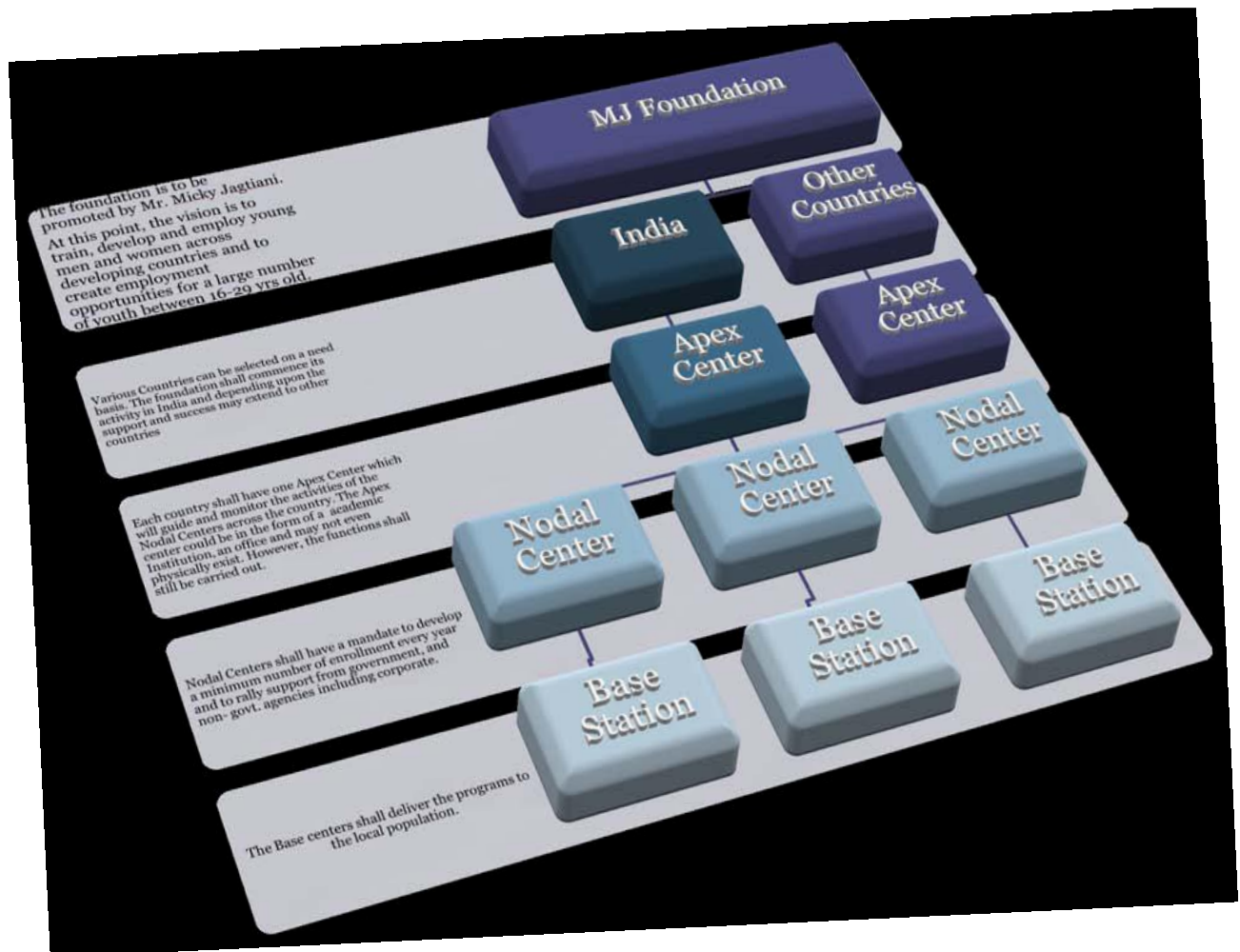
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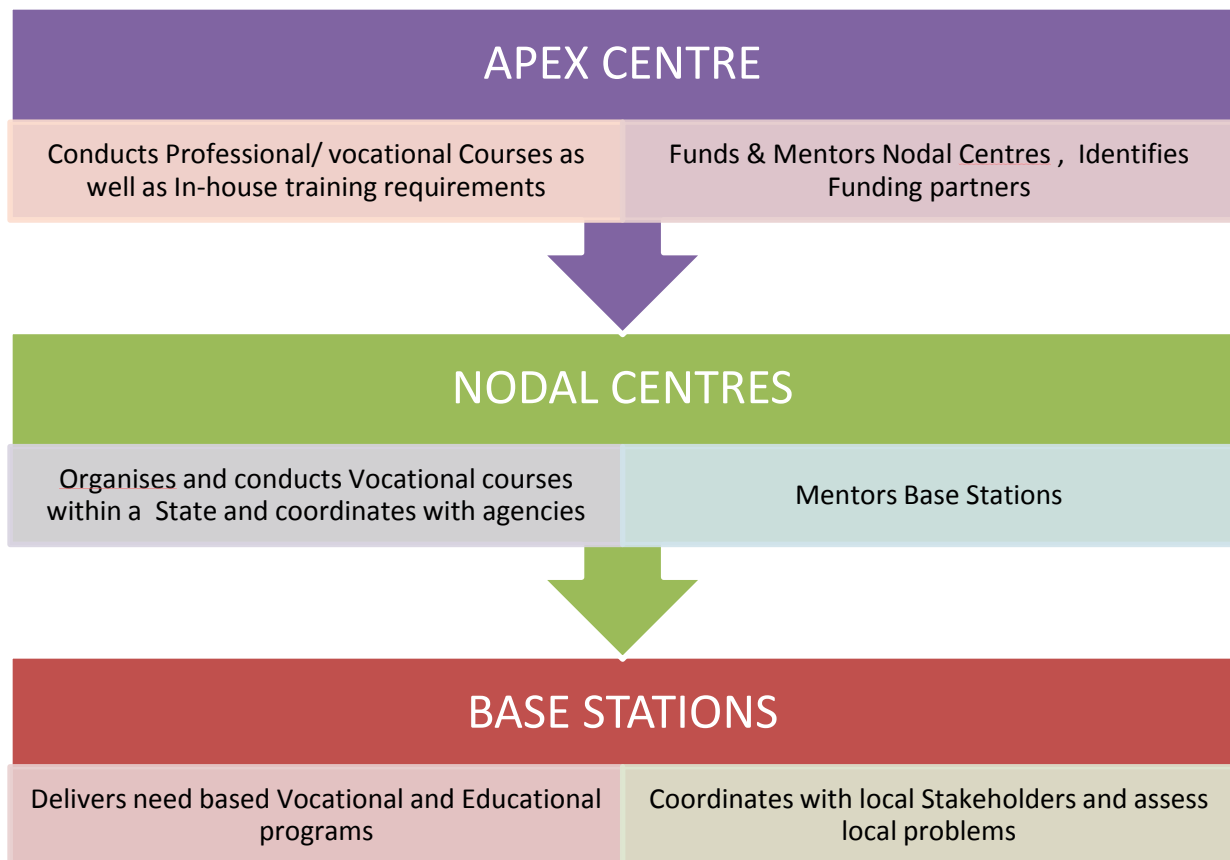
BUSINESS MODEL

The Mickey Jagtiani foundation has foresighted an increasing need and demand for skilled manpower in the service sector in the next 10 years. Based on this perception the Landmark Group has conceived a scalable model which would provide the industry with talent to meet the human resource requirements.

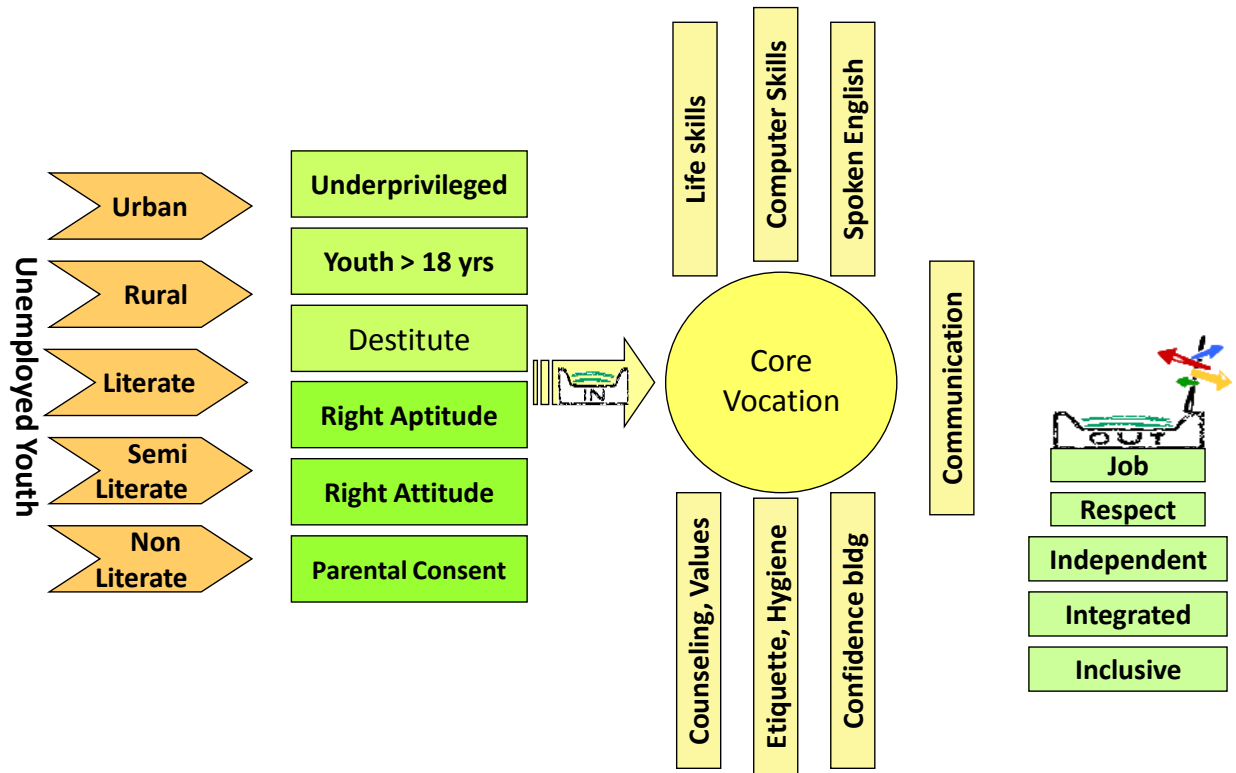
Landmark Institution for Skills Training has inaugurated its Apex centre at Bangalore on 20th June 2011 and has started its Pilot Batch on the same day.

It has projected an escalated growth of its business model as represented below.





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| <ul style="list-style-type: none">✓ <i>In-house training facilities</i>✓ <i>Corporate and Government Partnership</i>✓ <i>Corporate and Academic Institution tie-up</i>✓ <i>Non-government Industry organization and corporates</i> | <p><i>R&D , Main centre with Admin control</i></p> <p><i>Local centers with accessibility to prospects</i></p> <p><i>Assessment, Certification, recognition</i></p> <p><i>Industry acceptance > Employment</i></p> |
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PARTNER WITH US

At LIST we focus on honing the skills and talents of the unemployed and underemployed youth through a comprehensive industry specific model, making them employment ready for the service industry.

We invite you to share our passion and vision and partner with us in any of the following areas :

- *Academic partnerships for creation of content, delivery and dissemination*
- *Industry partners - Employers*
- *Technical experts*
- *Content experts*
- *Other vocational training organizations*
- *Corporate CSR*
- *Foundations / Funding agencies*
- *NGOs with deep outreach for mobilization support*
- *Resource partners*
- *Space*
- *Tools / equipment supply*
- *Franchisee potential partners*