









#### Tata Institute of Social Sciences

The Tata Institute of Social Sciences (TISS) is a premier institute of Social Work in India. It was established in 1936 and was recognised as a Deemed University by the University Grants Commission (UGC) of India in the year 1964. The vision of the institute is to be an institution of excellence in higher education that continually responds to the changing social realities through the development and application of knowledge, towards creating a people-centred and ecologically sustainable society that promotes and protects the dignity, equality, social justice and human rights for all, with special emphasis on marginalised and vulnerable groups.

In December 2011, Tata Institute of Social Sciences set up the School of Vocational Education (SVE) with the objective of incubating a 'National Vocational University' thus providing quality skill development opportunity across the length and breadth of the country. This project has been initiated under the aegis of All India Council for Technical Education (AICTE) proposed by the Ministry of HRD, Government of India.

## Concept

TISS- SVE has now commenced its Skill development/enhancement programs across nearly twenty industry sectors/verticals. For more information visit www.sve.tiss.edu. TISS- SVE now brings the first of its 'Sales & Marketing' related Skill Enhancement courses to Pune city through its partner 'Earnest HR' who shall facilitate conduct of the course. Examination & certification for all courses shall be conducted by the Tata Institute of Social Science – Mumbai. For more details and upcoming courses in Pune please visit www.earnesthr.com and follow us on linkedin/facebook.

## Bachelor of Vocational Education (B.Voc) - Sales Management

The B.Voc is a three year program and is made up of Diploma (first year), Advanced Diploma (Second year), & B.Voc degree (third year) and is approved by the UGC.

The program is a work integrated training which comprises of on-the-job training (practical) for 4-5 days a week and 1-2 days of theory classes. Apart from the vocational skills the courses also includes general educational module for overall development of the candidate. These are computer literacy, English language, communication skills, presentation skills, basic accounting etc.



### Eligibility:

- 1. HSC (any stream)
- 2. SSC + 2 years of ITI

# Benefits to the Student/Employee:

- 1. Students get a three year work experience while graduating.
- 2. Student earns a stipend while working.
- Students gets a university Id card which gives him/her access to 'students concession' for travel by public transport wherever applicable (for students)
- 4. If student is already an employee then he/she earns a bachelors degree while working.
- 5. After graduation the person becomes a skilled worker & does not require special immigration clearance for working overseas.
- 6. Student can pursue post graduation like MBA, Social work etc on completion of B.Voc degree.
- 7. Each year is a standalone certification & the student may exit after completion of a year with a Diploma. The next levels (Advanced Diploma/Degree) can be pursued later even after a gap.





# Benefits to the Employer:

- 1. Employer gives internship opportunity to students and has additional working hands on the job.
- 2. Employer can accredit the existing skills of staff that have the skills but do not have the formal certification/degree.
- 3. The legal status of the student remains an intern for the duration of the course.
- 4. Employer has the option to absorb some of the high performing students at the end of the course.
- 5. Employer can offer this as an opportunity for upward mobility to its junior/field staff.
- 6. Employer can extend this education scheme to its partner/dealer/distributor network.
- 7. Possible to impart standardized training to all employees across the country.
- 8. Some part of training can be customized to suit employer needs (like product /service training)
- The stability of this workforce is high as they are undergoing education and thus leads to very low attrition.
- 10. The employer can sponsor the fees of the students as part of 'Corporate Social Responsibility'.

# The University Model

The student enrolls with TISS and attends theory classes at the classroom infrastructure of the training partner. These theory classes could also be conducted at the organization's premises(office/sales office) in case it is inconvenient for students to travel to the training partner location.

The employer organization is called 'Skill Knowledge Provider (SKP)' and provides internship opportunity (on-the-job training) to the students of TISS. The SKP needs to sign an agreement with TISS for the same.

TISS shall conduct an external examination every semester and give marks/grades towards the award of the relevant diploma/degree.

# Which organizations can benefit from this model?

Any organization with a large & distributed sales force would benefit a lot with this education model.

The organizations have the following options -

- 1. Enroll existing employees into the course
- 2. Enroll the existing temporary/flexible/contract workforce into the course.
- 3. Take fresh students from the market and offer them internship opportunity

#### Who pays the fees?

The fee is collected from the student as for any university course. However many students being from under-privileged background, the same could be borne by the employer (SKP).

As the students would be earning a stipend, the fees could also be shared by the SKP and the student.

The training fee is ₹2200 per month and is paid semester wise. An examination fee of ₹1500 is also charged per semester.

#### **Academic Sessions**

There are two academic sessions in a year, Jan-Dec and July-June.

# How do I Apply?

Kindly write to/or call,

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