RSWM Limited

An Internship Report submitted in the partial fulfillment of the Requirement for the degree of

Bachelor of Business Administration

Submitted by-:

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Director
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ACKNOWLEDGEMENT

I extend my sincere gratitude to RSWM LIMITED , Kharigram , Rajasthan for giving me an opportunity to intern at the company. In specific, I thank Mr. Aravind kumar , our mentor for being a guiding force throughout this submission. I would also like to thank Surender gupta , my faculty guide without whom every effort of mine would have been in vain.

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INTRODUCTION

RSWM kharigram started its journey a few years back and has been a conscientious learning center where we interns at different levels program of Masters of Business Administration (MBA) were provided an opportunity to explore the some real time experiences to communicate, deliver and interact with clients having different needs.

RSWM kharigram provides HR services to various companies, engineering and BBA colleges along with providing life style management and training for trainers.

It's **MISSION**: PREPARING HIGH AIM STUDENTS, PROFESSIONALS AND ORGANIZATIONS FOR GLOBAL STEWARDSHIP

VISION: TO BECOME A UNIQUE SERVICE PROVIDER OF ALL KINDS OF TRAINING & CONSULTANCY NEEDS

APPROACH: EXCELLENCE THROUGH SELF DISCOVERY & RENEWA

MAJOR CUSTOMERS

- JK TYRE
- ACC LIMITED
- ADITYA BIRLA CEMENT
- GODREJ CONSUMERS PRODUCTS LIMITED
- JK LAKSHMI CEMENT LIMITED
- JK CEMENT—REGIONAL TRAINING CENTRE
- KEC INTERNATIONAL LIMITED
- BINANI CEMENT LIMITED
- DCM SHRIRAM RAYONS LIMITED
- WOLKEM INDIA LIMITED
- AXIS BANK LIMITED
- PESTICIDES INDIA INDUSTRIES
- GENIUS INFRA PROJECTS LIMITED
- R K MARBLE PRIVATE LIMITED

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SERVICES PROVIDED

- CORPORATE TRAINING- Training domains that are covered are as follows:

1. Organization Development
2. Safety & Environment
3. Behavioral
4. Wellness for IT Professionals
5. Professional Development for MBA & Engg. Students
6. Personality Development
7. Family Managment
8. Effecive Parenting
9. Total Quality Management (TQM)
10. Logistics & Supply Chain Management (SCM)
11. Functional Skills Development

- HR SERVICES- Major areas of HR that are covered are:

  1. Orientation & induction
  2. Administrative processes
  3. Training & Development Assessment
  4. Talent Management
  5. Career Development

- CSR CONSULTANCY- Steps that are followed in providing CSR Consultancy are as follows:

  1. Planning
  2. Feasibility Studies / Need Assessment.
  3. Developing CSR Strategy & Vision:
  4. Implementation & Partnerships
  5. Stakeholder Engagement: by taking them into confidence
  6. Training Programs to develop sustainable management tools.
  7. Third party Assessment: to evaluate impact on the Company and Society.
  8. Reporting & Communications: in a structured way

- TRAINING FOR ENGINEERING AND MANAGEMENT STUDENTS
Services that are offered are:

• Internships we encourage for an internship at our interns work on real projects.
• Developing employability skills & corporate citizenship personality through
Institute and industry interface

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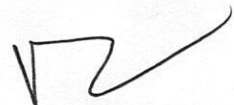
- Integrating ABC (Academicians, Business & Consultants)
- Personality / career development (PD) seminars,/ workshops
- Corporate citizenship development (CCD) through within campus functioning teams.
- Facilitating research scholars
- Developing Presentation skill
- Self assessment kit for career planning
- Project guidance
- Psychometric assessment tools
- Faculty development programme

LIFESTYLE MANAGEMENT

TRAINING FOR TRAINERS

OBJECTIVES OF THE PROJECT

- The first objective was to know what AIM is.
- To learn about its mission, vision and values.
- To know the various fields it specializes its services.
- To explore and enhance new dimensions in its present services.
- To know what new services can be expected form a new clientele base.
- To learn to search, interact and convince customers to cater their needs in a customized manner.
- To learn about the various Management Models.

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CONCEPTS/ MODELS USED IN THE PROJECT

The entire project required many skills to learn and master.

Following were few of the concepts and skills that were used in weekly assignments that were submitted

- Prior knowledge of the business model of the client so as to fit their HR requirements via studying their websites in detail and contacting the HR representative of the company for an elaborate requirement that they may have.
- This required knowledge of the organizational HR requirement along with adept communication skills.
- Study of various Management Models associated with communication and teamwork.
- Thorough knowledge and use of Microsoft Word, Microsoft PowerPoint for making various brochures and presentations that could be forwarded to the clients.
- Teamwork theories in Management Model are **Bruce Tuckman's "team stages model"**.

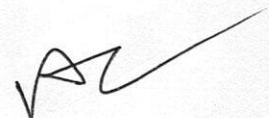The entire project was segregated in two domains:

1. Marketing
2. Management Model

DOMAIN- 1 MARKETING

The first task of the project was to know more about the firm through its website. This included going through all the company brochures and analyzing the pitfalls in them. Suggestions to improve the brochures were suggested in fields like domain of working, methodology adopted, design, features and templates used for the brochures and all the learning from this analytical exercise were utilized for designing a brand new brochure for them to venture into a new service of providing soft skill training for BPOs, KPOs, Hospitality and Hospital Management.

The second task of the project helped us in sharpening our communication skills by giving us the opportunity to say more in few words through power point presentations, which were made on all the brochures prior prepared by us. These presentations were made keeping in focus the emerging global parameters and paradigms. While preparing these business presentations, their design and effective planning was taken care of through following touch points kept in mind:

- Identifying the key message
- Knowing your audience
- Setting the stage at the beginning through an effective Introduction so as to capture the attention and involvement of the target audience.

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- Ensuring the body of the presentation to be crisp, to the point yet effective via
  - Using Simple vocabulary
  - Avoiding jargons or technical terms
  - Providing relevant statistics
  - Using quotes from prominent people, along with
  - using interesting anecdotes and presentation visuals

- Major attention was given at the conclusion by developing a close that supported and refocused the audience's attention to the purpose statement through a memorable conclusion by
  - Tying the close to the introduction to strengthen the unity of the presentation
  - Using transition words to indicate the movement from the close to the body to the close

The third task involved preparing a focused clientele data base of potential corporate, industrial and institutional clients to market the training and consultancy services. The target clients were the corporate, manufacturing industries, Engineering colleges, MBA colleges or universities and IT companies. The data base covered the names of client, nature of work, address, contact person, position, contact number, email and their requirements. So this required collecting the entire data base from Uttarakhand and Himachal Pradesh.

Having prepared a data base, we had to make proposals for Engineering and MBA colleges, KPO, BPO, Hospitals, Hotels and IT companies so as to:
1. Identify the need area of the potential clients
2. Identify the target group for which needs service /training
3. Mind the anticipations of prospective client
4. Major concerns / pitfall of client, to which bidding to redress
5. Enquire the experiences of client of same service /training
6. Invite valuable suggestions / directions of client for higher effectiveness

The next task gave us the opportunity to have a look and feel of the real marketing world wherein we had to contact the target customers with the right sales pitch. This was the task, where the basics of marketing communications came into play. The marketing concepts kept in mind while communicating with the clients were:

- Positioning and differentiating our services
- Helping customers to evaluate service offerings
- Promoting the contribution of service personnel

The challenges presented in communications due to the intangibility of the services were overcome by following two ways:

- Emphasizing the tangible clues like the firm's trainers, appreciation and adulation from previous clients and its other clients.
- Using metaphors to communicate the value proposition.

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Before initiating the communication, we planned and designed an effective communications strategy that used the 5 Ws model to guide our service communications planning. The 5 Ws kept in mind while our communications are:

- Who was our Target Audience? Are they prospects, users, and/ or employees?
- What do we need to communicate and achieve?
- How should we communicate this? Which media mix should we use?
- Where should we communicate this?
- When the communication does need to take place?

To achieve the communication objectives, the communication channels used were

- Internet (e.g. the firm's websites) and new media (e.g. LinkedIn, Facebook, Twitter).
- Traditional marketing channels that included direct marketing (including permission marketing), personal selling

DOMAIN-2 MANAGEMENT MODEL

One enduring change in the management lexicon brought about by the dotcom revolution was the term *business model*—how a firm makes money. The concept had been in existence for decades, but the competition between "old" and "new" economy firms, with very different business models, helped to demonstrate its importance as a way of thinking about the basic choices firms make when it comes to their sources of revenue, their cost structure, and their make-or-buy options.

In the post-dotcom era, firms have continued to experiment with new business models, with some success. But genuinely new business models are hard to come by, and they aren't as easily defended as they once were. Firms are therefore on the lookout for new forms of competitive advantage—they are looking for sources of distinctiveness that are enduring and hard to copy.

One intriguing possibility, as suggested by many of the company stories described in the MIX, is the idea that a firm's *Management Model* can become a source of advantage. In fact, I would suggest that asking, "What is your Management Model?" is almost as important as asking "What is your business model?"
A Management Model is simply the set of choices made by executives about *how the work of management gets done*—about how they define objectives, motivate effort, coordinate activities, and allocate resources.

Notice two key features.

ASSOCIATION OF MANAGEMENT MODEL WITH TEAM WORK

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One of the most famous teamwork theories in Management Model is **Bruce Tuckman's "team stages model". Tuckman** identified that groups evolved into teams via four common stages as follows:

The 4 Phases of Tuckman's Teamwork Theory
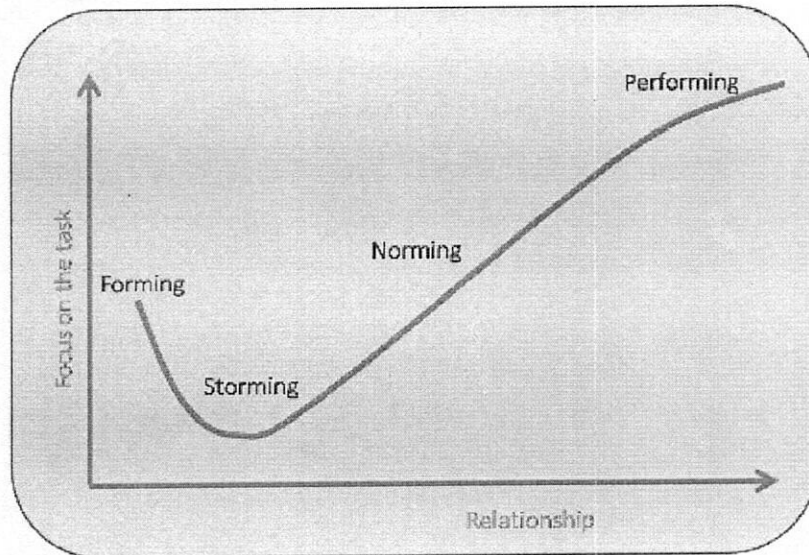
Forming:

The initial stage of team development during which individuals have not yet gelled together. Everybody is busy finding their place in the team, sizing each other up, and asking themselves why they are here! Find out more in our articles: Team Building Techniques and Teamwork Tips. The first offers advice on starting a *new* team while the second will help you take over an existing team (perhaps a far more common situation).

Storming:

People begin to see themselves as part of a team. However at this stage they may challenge each other, and the team leader, about such things as what the team is doing, and how things should be done. As the stage title suggests, conflict and confrontation typify this stage, as differences surface. This may result in some loss of performance or focus on the task, as the diagram illustrates.

Norming:

This is the phase where team members start to come together, developing processes, establishing ground rules, clarifying who does what, and how things will be done. This phase is characterized by a growing sense of "togetherness". Find out more about both the Storming and Norming phases in our article: Team Building Concepts.

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Performing:

This is the final stage where increased focus on both the task, and on team relationships, combine to provide synergy. Performance is delivered through people working effectively together. We have written two articles to further develop this stage. Team Building in the Workplace will help you build a performing team. Characteristics of Effective Teamwork will help you and your team sustains that performance.


ASSOCIATION OF MANAGEMENT MODEL WITH COMMUNICATION

The communication models help the business organizations and other institutions to understand how communication works, how messages are transmitted, how it is received by the other party, and how the message is eventually interpreted and understood. Famous and frequently used communication models used nowadays is:

Schramm's Model:

Schramm emphasized in 1954 that both the sender and the receiver take turns playing the role of the encoder and the decoder when it comes to communication.

The following diagram illustrates the model proposed by Schramm.
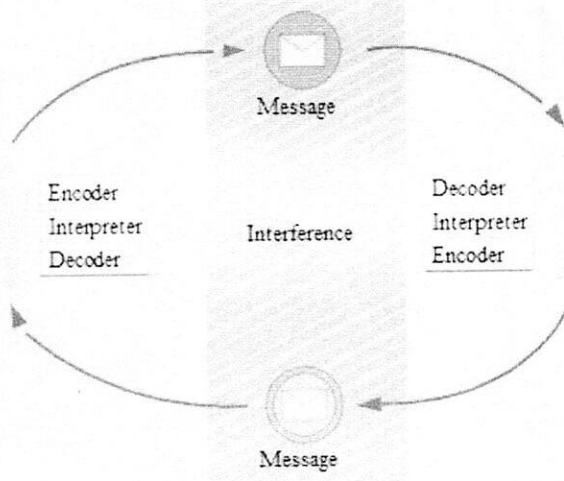
These models have been followed by various other models such as the 'Helical' model, Aristotle's models and several other models.
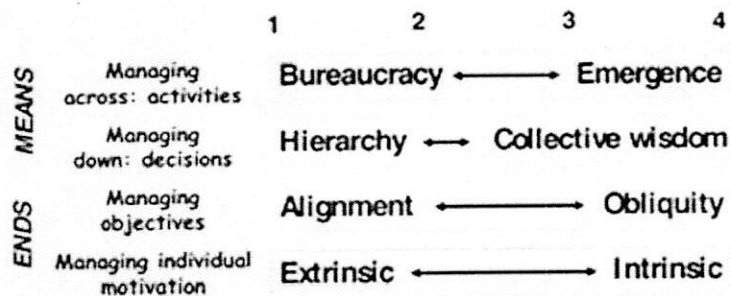
You should always keep in mind that each of these models has both their advantages and disadvantages. While some communication models try to break down the whole process in order to make it easier to understand, they are not always as simple as they seem.

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COMPONENTS OF MANAGEMENT MODEL

1. First defining your Management Model is about *making choices*. e.g.
   In the airline industry there are several coexisting business models, and every firm knows it has to make an explicit choice about which one to adopt. Similarly, some industries already feature competing Management Models. For example, Linux, Google, and Microsoft all operate with very different Management Models (Linux is run through an open-source software community; Google has a highly-informal, university-like model; Microsoft has a more traditional, hierarchical structure), yet they compete head-to-head in the desktop operating system market. And Toyota operated for decades with a different Management Model from those of GM and Ford, despite having a very similar business model.

2. Second, we can put some structure around the concept by suggesting that the **discipline of management has four specific dimensions**.
   Managers have to decide where their organization—or their department or unit—is going (*define objectives*), and they have to get people to agree to go in that direction (*motivate effort*). The means by which they do this is to manage across (*coordinate activities*) and to manage down (*making decisions*). The framework, illustrated below, helps make this clear.

The four dimensions of management:

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		1	2	3	4

MEANS	Managing across: activities	Bureaucracy ⟷	Emergence
	Managing down: decisions	Hierarchy ⟷	Collective wisdom
ENDS	Managing objectives	Alignment ⟷	Obliquity
	Managing individual motivation	Extrinsic ⟷	Intrinsic

For each of the four dimensions, it is possible to identify different principles by which that activity is undertaken. On the left side, we see what might be called "traditional" principles that everyone can recognize. On the right side, we see "alternative" principles that are less well-known but are arguably more relevant to today's fast-moving business environment.

- *Choices about how activities are coordinated in the firm.* Do managers focus on using formal and well-structured management processes to deliver outputs? Or do they encourage a process of informal and spontaneous coordination through mutual adjustment?

- *Choices about how decisions are made in the firm.* Do managers take personal responsibility for decision making, and rely primarily on their own deep knowledge and experience? Or do they prefer to tap into the disparate knowledge of their subordinates and assign collective responsibility?

  - *Choices about the nature of the objectives the firm pursues.* Do managers have a clear set of short-term goals for the firm? Or do they pursue an oblique, or indirect, path through the definition of a higher-level and longer-term set of objectives?

- *Choices about how individuals are motivated to pursue these objectives.* Do managers attempt to hire and retain good people by making extrinsic rewards, such as salary, benefits, and bonuses attractive? Or do they focus on intrinsic rewards such as the opportunity to contribute to society, a feeling of achievement, or peer recognition?

Of course the alternative principle in each case seems more alluring, but actually I don't believe all firms should be seeking to move that way—the traditional principles have served large successful firms such as Exxon and Wal-Mart well for decades. The point, rather, is to suggest that by understanding the spectrum of choices available, executives are in a position to make more enlightened decisions about whether and how to change. It's also worth noting that these are rarely either-or choices. In many progressive firms managers are attempting to do both— to motivate people through a combination of intrinsic and extrinsic rewards, for example. In my experience, firms never reach a position of delivering on both sides to the maximal level, because they involve tradeoffs and choices. So it is useful–for the sake of exposition–to consider the two poles on each dimension separately.

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The bottom line here: there is no sure recipe for success in developing your management model—there are many valid approaches—but one sure recipe for trouble is to *not* give some considered thought to the choices you are making.

WHY FOREIGN MANAGEMENT MODELS CAN NOT ALWAYS FIT IN THE INDIAN MARKET/BUSINESS- IDENTIFYING THE GAPS

- The secret behind India emerging as an economic power is the fact that India has superior economic needs and an uncountable expanding market. No imported model made in a foreign land or textbook model can work for India because modern theories are based on approaches of western countries.
- Unless one has the proper understanding of the local environment and the proceeds to study about any preconceived notions, study of the Indian Models will not be fruitful.
- Moreover, in India all the activities are interlinked with cultural and social systems. Hence, one needs to have a sound knowledge of the different cultural and social systems to get the full picture of the situation that needs to be addressed.
- Indian models cannot be studied from a distance; they have to be studied from within. This is the reason why Anglo-Saxon minds would fail to understand India.
- To add on, the functioning models are not exactly the same in all parts of the country, though there is a common thread running across the lands.

SOLUTION FOR THE GAPS

The reason why Indian Models have not significantly come up is that we were conditioned to think that we cannot have one and because of the attitude that anything that is developed in India is traditional and anti-modern and this has compelled us to use western centric methodologies and yardsticks.

- After recent elections and clean sweep by the Modi sarkar, the path the Indian markets and businesses is tracking is unmatched anywhere else in the world.
- Talking about the investment sector, with such rising positive sentiments of the investors, the model that the Indian businesses need to follow is not experienced in any foreign land. So we need to evolve our own methods of raising funds for higher investments.
- Management Models will have to be customized for a large scale customer base by using economies of scale. Something that has been done by Tamil-Nadu based Aravind Eye Hospital where a simple cataract surgery costs $50 compared to $3000 in US or UK.
- For India at present, innovation is the key to outshine by making quality products that provide affordability and sustainability.

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India today is no behind the biggest superpowers of the world. With competent technocrats and other professionals being produced from the soil that fills in 70% professionals in US alone, we are very much competent and confident that Management Model specifically for India needs to be and can be made.

There have been many successful models that are running flawlessly in the country that can add to our inspiration and motivation, e.g. the Mumbai Dabbawallas that have the 6 sigma certification from the Forbes, the Aravind Eye center in Tamil Nadu or the traders in Surat whose Diamond Turnover business turnover is around $ 70000 crores without any foreign investment.

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COMPANY ANALYSIS

THE IMPORTANCE OF MY MARKETING PROJECT

Success in the HR products and services market is the result of excellence across the multiple departments that comprise the business. However, no single ingredient of success is more often overlooked than sales and marketing. Marketing's importance was further validated by the fact that as technology became increasingly accessible and affordable, HR suppliers are finding it increasingly difficult to sustain any significant operational advantage. This meant that for most HR suppliers, increasing economic value comes through growing their market share and / or charging (and getting) a higher price for their services relative to the competition – both of which require effective marketing.

Persuading the HR executive to invest in our service required a carefully crafted approach to deliver the marketing messages. The end result of such an approach was multiple positive *impressions* on the buyer from several different fronts. Therefore, influencing the several tight-knit communities and organizations (content communities) that had an influence on the HR buyer was of paramount importance.

RELEVANCE OF THE PROJECT IN THE CONTEXT OF THE OVERALL OBJECTIVES OF THE COMPANY

The project was bifurcated in two parts:

- Marketing, and
- Management Lab

Aim Training and Consultancy is a relevantly new firm that provides HR Trainings to various clients in diverse domains. Its services are presently operated in Jaipur. They are in an expansion phase and want to cater clients across the nation, providing services in new industries as well, e.g. KPOs, BPOs, Hospitality and Hospitals.

Tapping this need of the firm, marketing their services to win over new clients was a necessity for the firm and this where my project came into action. This project was shared by my fellow interns but in different regions, my region being Uttarakhand and Himachal Pradesh.

The project included creating a new clientele base in a new region, right from the scratch. It started from going through the company's background and determining all the PODs and POPs within the services that are provided. Followed by preparing PowerPoint presentations and brochures for the clients.

We had to prepare a client data base that included the various engineering and MBA colleges, KPOs, BPOs, Hospitals and hotels to provide various trainings to their employees or students and subsequently sending them our proposal for services, brochures and arranging further meetings for finalizing to provide the services.

This entire project was in sync with the further growth prospects of the company.
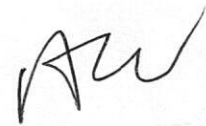
INTERPRETATION AND CONCLUSION

Working as a Summer Intern for AIM Training and Consultancy has been a very fruitful and enlightening experience that helped me face the practical working scenarios of the corporate world.

I am now clear with the roles and importance of training and consultancy services for higher effectiveness for an individual and organization.

Strategic importance of brochures, slide presentations and of course the cold calls done by me had improved my marketing skills.

How to use promotion strategies to do effective marketing is what I learnt during the training tenure.
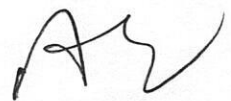
Based on my eight week term as an intern, I realized that I was successful to gather a lot of significant learning experiences which would be helpful in my future career. AIM Training and Consultancy offered me ample space and opportunities, not only to learn but also to exhibit my skills as the company representative. My contributions were well recognized by the organization. I successfully completed all the assigned duties and handed them over to the senior supervisor at the end of the internship with the best of my knowledge.

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LIMITATIONS OF THE PROJECT

- The project was work from home so real time corporate experience was missing
  .

- At times there was a communication gap between the trainees and the mentor.

- Clients who were contacted and seemed interested in availing the services where not contacted further by a senior representative of the firm, helping them finalize the deal for availing the services.

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RECOMMENDATIONS

- The company should allow the trainees to have face to face interaction with the clients.

- Trainees should be provided on the job training so as to get real time work experience.

SCOPE FOR FUTURE IMPROVEMENTS

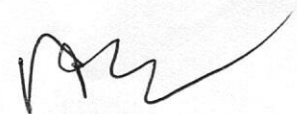- The company's website needs a new appealing look.

- The company should advertise itself in regions outside Jaipur to create a new clientele base.

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APPENDICES

SUGGESTIONS FOR WEBSITE

- The first look of the company's website can be upgraded by enhancing the look of the site in terms of the attractive images/ photos used.
- At the inception page, impactful images as used in brochures can be used.
- The live photos can be clubbed in a **"GALLERY"** folder.
- When searching about the company in "ABOUT US", not much information is provided.
- Just 2 lines about the company's history and 1 line each as its mission and vision statement may give the feel that the company is still novice in its field.
- **Approach** mentioned should be substantiated with relevant facts and methodologies that would be used by the firm in order to provide maximum profit/ success to its clients.
- **Company's history** should be elaborative-
  - Giving the reason of its existence
  - Who all were the founders
  - what are their expectations from the company
  - What was the need for this company to establish
  - What are the company's goals
  - What are their competitive advantage
  - How this company plans to strengthen itself in terms of its service providence.

- Under **"Our Clients"** – the clients that the company has should be displayed in a more attractive manner that instills pride of having such a good client base.
  1. Under the same heading another subheading can be added such as **"Client Experience"** that shares client's experience and satisfaction from the company's esteemed services.
  2. To make the page more attractive, along with the name of the clients, their logos should also be added along with link with each client's name describing what sort of service was provided to that client.
  3. Also mentioning the transformation in the company in terms of employee's performance or satisfaction before and after the service was provided.

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SUGGESTIONS FOR BROCHURES

CORPORATE TRAINING

I found the Corporate Training Brochure to be very good and attractive that has just a little scope of improvement by my understanding, as follows:

Design & features of Brochure:

The brochure should commence with a convincing statement suggesting

- why corporate training is required in a company,
- how it acts as a vital component for its success, and
- How it can be the company's competent strategy in its respective industry.

This can be strengthened by putting across the importance of people in a firm and how their behavior and attitude towards the firm is one of the most essential keys towards the corporate success.

Other suggestion is:

- **"Training Domains"** can be a little more elaborative by providing a link when anyone clicks any of the domains that would describe the content of the respective domain.

HR SERVICES

The entire brochure is very good and attractive, covering all essential details that may be required in its respect.

CSR CONSULTANCY

This brochure is self explanatory.

- The only possible addition could be the legal mandate for companies to perform CSR activities to a certain percentage of their income (if they fall in a certain bracket).
- This may further strengthen the business need for such initiatives.

TRAINING FOR BBA STUDENTS

This brochure justifies its purpose.

TRAINING FOR ENGG. STUDENTS

The brochure is well articulated. It included almost all the worth mentioning points, right from the gap that exists between a qualified technical knowledge and the much required the people's/soft

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skills that enables efficient use of this technical expertise to how AIM amends the differences between the two ends of the fresh graduate engineers and the companies' requirement.

WELLNESS FOR IT PROFESSIONALS

The brochure is very appealing and good. My suggestions would be to

- Provide real examples from the industry of how more satisfied and distressed employees enhance their performance hence the company's productivity.
- Add more factual data, e.g. providing data from any research that by how much percent, the stress and satisfaction level of an employee affects the company's performance.

BROCHURE FOR SOFT SKILL TRAINING FOR BPOs, KPOs, HOPITALITY & HOSPITAL MANAGEMENT

BPOs, KPOs, Hospitality & Hospital Management are all customer centric professions. Here each and every employee comes in contact with the customer/client and thus customer satisfaction is the ultimate aim. Without proper training, the employee-customer interaction can go off-track, affecting the firm's business.

For companies in the service sector, business performance is directly linked to human capital abilities, particularly interpersonal and customer service capabilities. Much research has been done on the importance of soft skills in the workplace; while the numbers don't always agree, there is general consensus that soft skills are a powerful indicator of long-term success. Technical knowledge is much less of a predictor of job performance. A 2010 study found that 75% of long-term job success depends on people skills, while only 25% is dependent on technical knowledge.

Another study indicated that hard skills contribute only 15% to one's success, whereas 85% of success is due to soft skills (Watts & Watts, 2008, as cited in John, 2009). As employers are progressively looking for employees who are mature and socially well adjusted, they rate soft skills as the number one factor for entry-level success on the job (Wilhelm, 2004).

OBJECTIVES

- To enhance employee's understanding of communication, more precisely "Effective Communication", Components of communication, and the 3 V's of communication- Verbal/Vocal/ Visual along with suitable examples.
- To teach the art of effective voice articulation through the 7 aspects of voice power- Volume, Pitch, Pausing, Speed, Pronunciation, Tone, Stretching & Stressing the words (Inflection)
- Enhancing Listening Skills- difference between listening and hearing and learn to reduce noises from the signals (Environment, Technical , assumption, gadgets, Assumption, Wandering mind)
- Impressively talk to the customer, understand them, their needs and provide to the maximum level to satisfy them.
- Learn to handle exceptional bold, passive, talkative customers.
- Telephone etiquettes.

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- Make them understand about their job, responsibilities and expectations from the job.

CHALLENGES

Employees from different background, places, perceptions, attitudes and behavior join a company. Many a times, they struggle to understand the basic communicating medium- English or even if they understand, they lack in aligning their skills with that of the firm's requirements. Along with that, in a firm that flourishes on its customer relationships and their satisfaction, it is utmost important for every employee to realize and feel a connect with their customer, understand their problems or queries and provide them customized solutions making sure that the customer is happy and satisfied with the service and is willing to come back again.

WHAT AIM CAN DO

With the expertise of our experienced trainers, AIM provides you a customized solution to train your employees with the soft skills required in their respective positions e.g. Customer service; Communication; teamwork and interpersonal skills; organizational and planning skills; critical thinking and problem solving; creativity; culture sensitization; presentation and professionalism; work ethics (integrity and reliability); self-assessment; and ability to receive constructive feedback.

APPROACH

- The importance of English fluency and communication skills is emphasized strongly.
- Effective teaching English grammar through role-playing everyday activities, playing skits and group discussions and mock interviews.
- Communication games and buzz groups are used for interpersonal skills.
- Fish bowl discussions are effective for training group discussions (GDs).
- And finally, the training is experiential in nature and highly customized depending upon the needs and the business model of the firm.

PAYOFF OF PROGRAMMES

- Improvements in Productivity Per Employee (Increased Revenue/Reduced Costs)
- Improved employee motivation
- Improved communication
- Improved time management and personal productivity skills
- Improved career awareness
- Reductions in Recruitment Costs (Reduced Costs)

Director
Mahavidyalaya

UPON COMPLETION, PROFESSIONALS WILL BE ABLE TO

After AIM's contribution, the trainees will be able to comprehend the customer's needs in a better manner. They will be able to make easy conversation with them, will be able to coordinate their work in a much organized manner and thus can make a meaningful contribution in the company's fact sheet.

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Director
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RSWM Limited
an LNJ Bhilwara Group Company

CERTIFICATE OF INTERNSHIP

This certificate is presented to **Harshit lodha** for successfully completing the internship at **RSWM LIMITED COMPANY** for 45 days in the month of June and July 2021.

01-08-2021
DATE

Vice president and brandhead

Director
Shri Pragya Mahavidyalaya
Bijainagar-305624