

SPONSORSHIP PROPOSAL



A unique CSR initiative to shape careers

BY

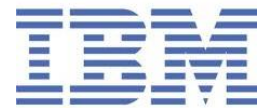
PRAXIS EL TRAINING & CONSULTING PVT. LTD.

INTRODUCTION

Praxis EL is a technology leader in simulations and activity-based corporate learning programs. Using experiential learning techniques it assists organizations, of all sizes and across all sectors, in gaining a competitive edge by significantly strengthening their human resource and work processes through its innovative attitudinal and skill-building modules.

Praxis EL is also an industrial consultant helping organizations in enhancing industrial productivity and preventing losses.

Some of our clients:



ABHIYAAN:

Abhiyaan is an initiative directed at final year undergraduate and postgraduate students with a view to help them identify their innate abilities, competencies, behavioural strengths and areas of improvement. In a short period of three hours students are provided with a psychometric profile report followed by a 7-factor competency assessment score card which gives them their current level of proficiency. This enables them to identify career paths that map with their individual strengths and helps them to become effective individuals as well as professionals.

Praxis EL's initiative is a great opportunity for colleges as it helps them enhance the quality and percentage of student placement. Using the profile report, colleges can map individual candidate profiles with jobs being offered on campus and propose the right student for the right opportunity. This streamlining would also bring more corporate with better packages to the campus.

WHY ABHIYAAN?

Abhiyaan is a response to realities faced by young people today. The vast spectrum of career avenues poses a dual problem for them. Not only do they need clarity to identify a career path best suited for them but also need a mechanism which can help them match their natural abilities with available opportunities. This opportunity is not limited to students who are looking for placements but also helps the students who wish to study further to help them identify areas that they may specialize in based on their natural flair.

Note: There is absolutely no commercial obligation between the college, student and Praxis EL.

Testimonial: (Surbhi, Member – Placement Cell, Shri Ram College of Commerce, New Delhi)

"Placement Cell, Shri Ram College of Commerce wishes to thank you for taking out your precious time and coming to campus to help out our students. It was a very productive and beneficial experience for the students. We would be grateful if you visit our campus again next year for the passing out batch of next year. As most companies start visiting the campus from mid august, it is requested that your company also visits the campus in early August next year. This would greatly benefit the students. Looking forward to have you on campus next year!"

PROGRAM DESCRIPTION:

Default Outcome from this Program:-

- a) Capturing the mind space of a captive audience.
- b) Cascading eyeballs.
- c) Brand Proliferation – Projection as a brand that “CARES”.
- d) Relevant and narrowed down Database.

Target segment:

- a) Final year Students of technical institutions (Engineering Colleges)
- b) Final Year Graduation Students (Degree Colleges)
- c) Final Year Post graduation (Post graduation Colleges)
- d) Final Semester Business Undergrads.

Proposed Locations:

The pilot conducted in Delhi-NCR generated a lot of interest at some of the key colleges in DU and we have been invited back by a large number of college authorities. Colleges that could not participate due to upcoming university examinations have expressed their desire to participate in the initiative.

The Phase-II shall return to Delhi-NCR and cover all metros, state capitals and other large towns. The estimated time for this phase would be 10 months.

Database target:

We aim to reach out to 15000 aspiring young leaders in this phase which would also mean that we would act as a brand vehicle to reach approx. 15000 households as a brand. In this process, following would be the targeted number of colleges:-

- a) Engineering Colleges – 40
- b) Top Graduation colleges – 60
- c) Professional Colleges - 50

IMPLEMENTATION DETAILS:

- a) Tie up with graduation/technical/professional colleges.
- b) Conducting the psychometric behavioral assessment and competency mapping workshops in these colleges for the final year / semester / trimester students through an instruction led well designed booklet.
- c) One on one counselling majorly on their behavioral / attitudinal aspects, aspirations and their fitments as per their natural flairs.
- d) E-mailing their detailed psychometric assessment reports and competency scores.
- e) Continued career and life counselling through one on one concentric sessions through emails, social sites such as facebook, video chatting and appointment based sessions. (No commercial obligations towards each other at any stage)
- f) Periodic newsletters regarding new developments and opportunities.

Sponsorship Opportunities

WHY SPONSOR

Core benefits:

- a) Direct access to a focused consumer group of major influencers in non-impulse purchases and decision makers in impulse purchases. (15000 direct participants in current phase)
- b) Cascading reach to > 1 lakh potential customers in peer group and family.
- c) Projection of the brand as one that “Cares”.
- d) Continual and sustained year long reinforcement of the brand and not limited to events itself.

Peripheral benefits:

- a) Access to large pool of competent and attitudinally matching manpower for frontline recruitments in your organization.
- b) Corporate Social Responsibility.
- c) Wide coverage through:

Marketing and Media Campaign: The thrust of every business is the amount of awareness it has in the market. The below laid plan will provide maximum visibility for your company in the promotion of the event.

Logo on Booklet: Your company logo will be prominently put on the assessment booklet for maximum visibility.

In campus promotion: Prominent display on the banners, backdrop and standees before and during the workshop.

Direct mailing: The Psychometric behavior profile reports and EMAT scores carrying your company logo will be mailed (both electronic copy and the print copy) out to the target audience mentioned in the latter part of the document

Countrywide awareness: Promotion of the event through our weekly insight newsletters posted to over 15000 students countrywide.

Adverts & press releases: Frequent press releases will be issued in national daily newspapers. Apart from that other print media like magazines, regional news papers, posters and banners will also be taken up.

Online Media: The event Ads will be displayed on our and our online Media partner website. Advertisements will also be carried out on some targeted third party websites.

Internet: The program website will be updated constantly with news about the Events and will be displaying the press releases that the event would be having.

E-mail & fax marketing: Weekly mailing campaigns to our target audiences internally and through our tie up with nationwide business associations

Sponsorship Slabs:

PLATINUM SPONSORSHIP – Rs. 15, 00, 000

This includes the following:

- Promotional opportunities to build brand awareness and loyalty through presence on
 1. Banners
 2. Invitations
 3. Posters
 4. Assessment Booklet – Logo on the cover and inside cover page.
- Largest coverage on the backdrop and sole podium branding during the workshops.
- Paragraph on Company profile on the event sub-site in the Sponsor section.
- Prime branding space on the event website homepage with hyperlink to your website.
- Logo placement on all publicity material.
- Special mention of Title sponsor on all PR articles.

- Logo placement on top for all the psychometric assessment reports and EMAT score cards.
- Branding space on the newsletters
- Access to complete database.

GOLD SPONSORSHIP – Rs. 10, 000, 00

(Maximum of two Gold Sponsors)

This includes the following:

- Promotional opportunities to build brand awareness and loyalty through secondary presence on
 1. Banners
 2. Invitations
 3. Posters
- Paragraph on Company profile on the event sub-site in the Sponsor section
- Branding space on the event website homepage with hyperlink to your website
- In Campus promotion.
- Messages from Gold Sponsors on back cover or inside back cover on the assessment booklet.
- Branding space on the event newsletters.
- Brand Logo on all publicity material.
- Access to complete database.

SILVER SPONSORSHIP – Rs. 7, 50, 000

This includes the following:

- Promotional opportunities to build brand awareness and loyalty through presence on
 1. Banners
 2. Invitations
 3. Posters



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- Paragraph on Company profile on the event sub-site in the Sponsor section
- Access to complete database.

Financial Terms and Conditions are as follows

For Platinum, Gold and Silver Sponsor 70% payment at the time of agreement. Balance 30 % upon completion of 70% of target being attained.

If you are interested in taking up any of these sponsorship opportunities please fill in the attached form and e-mail to: info@praxis-el.com. If you would like to discuss the sponsorship in more detail please feel free to contact:

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Sponsorship Form

Yes, we are interested in participating and sponsoring the above program and would be interested in the following:

(Kindly tick as applicable)

- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor

Name: _____

Job Title: _____

Organization: _____

Address: _____

Telephone: _____

E-mail: _____

Mode of Payment (specify): _____

Payment Options

For Domestic Sponsors

Through Cheque/ Demand Draft drawn in favor of 'Praxis EL Training & Consulting Private Limited' payable at NOIDA, INDIA
or Email – info@praxis-el.com.