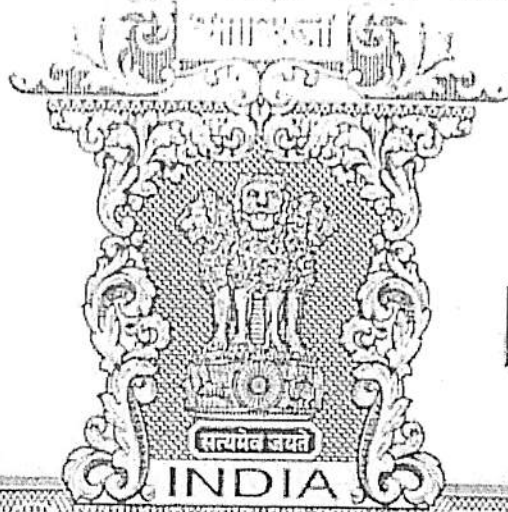


भारतीय गैर न्यायिक

पचास  
रुपये

रु. 50



FIFTY  
RUPEES

Rs. 50

INDIA NON JUDICIAL

महाराष्ट्र MAHARASHTRA

AL 074737

क्षेत्रीय क्र. ४४९३ ४९९/५०९, रास्ता पेठ, पुणे. दिनांक २२/१०/१०

किंमत रुपये ५०x२=१००/-  
Tata Business Support Services Limited

नांव Marisoft III, Marigold Premises,

पत्ता Kalayaninagar, Pune - 411014

हस्ताक्षर श्री. ए. एम. मोहरे

ला. नं. 105/2000 हवेली क्र. २, (स्टॅम्प ब्लेन्डर)  
श्री. ए. एम. मोहरे

उप कोषागार अधिकारी  
पुणे  
18 OCT 2010  
उप कोषागार अधिकारी  
कोषागार पुणे करिता

WHEREAS,

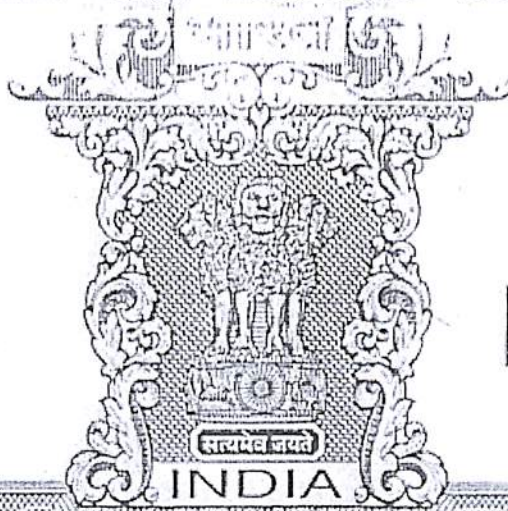
A) TBSS is among the Largest Third party Outsourced Customer Service Providers in India, serving domestic as well as international customers. It is wholly owned subsidiary of Tata Sons and part of the 142 year old Tata Group. TBSS commenced operations as an independent entity in May 2004 and today is leading integrated end-to-end outsourcing service providers with more than 5000 employees, serving a global clientele. Through rural BPO initiative TBSS reinforces legacy values of TATA's of sharing success with the less privileged through poverty alleviations of the rural areas, by providing them gainful employment. Our employees, at these locations are put through intensive training at these rural centres and then employed to help them achieve financial stability not merely by philanthropy but by directly involving them.



# भारतीय गैर न्यायिक

पचास  
रुपये

रु. 50



FIFTY  
RUPEES

Rs. 50

INDIA NON JUDICIAL

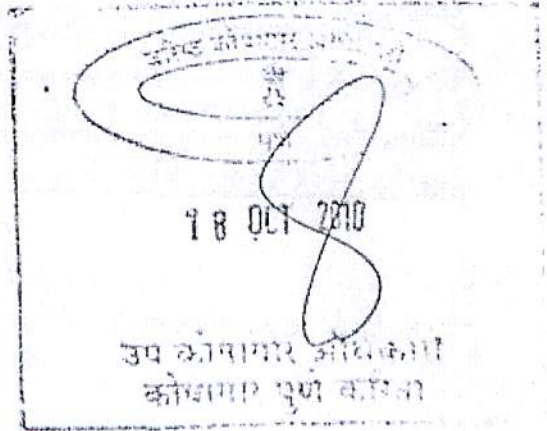
महाराष्ट्र MAHARASHTRA

AL 074738

रजि. क्र. ४४९३ ४९९/५०१, रास्ता पेठ, पुणे. दिनांक २२/१०/१०  
किंमत रुपये ५० x २ = १००/-

नांव Tata Business Support Services Limited  
पत्ता Marisoft - III, Marigold Pramison,  
Kalyaninagar, Pune - 411014  
हस्ते श्री. ए. एन. मोहरे

ला. नं. 105/2000 हवेली क्र. २, (स्टॅम्प व्हेन्डर)  
श्री. ए. एन. मोहरे



This MEMORANDUM OF UNDERSTANDING ("MOU") is entered into with effect from the Twentieth day of October 2010

By and Between

Rayat Shikshan Sanstha , A leading education institute, under charitable trust founded in year 1919 and having its registered office at Karmaveer Samadhi Parsar, Near Powai Naka, Salara- 415 001, Dist: Salara (Maharashtra (hereinafter referred as "RAYAT" which expression shall unless it be repugnant to the context or meaning thereof be deemed to include Present and future management council members and their successors and assigns) ;

And

TATA BUSINESS SUPPORT SERVICES LTD a company incorporated under the provisions of the Companies Act, 1956 and having its registered and corporate office at Gowra Trinity, Chiran Fort Lane, Opp. Huda Office, Begumpet, Hyderabad - 500 016, India and includes its subsidiaries (hereinafter referred to as "TBSS", which expression shall unless it be repugnant to the context or meaning thereof, be deemed to mean and include its successors and assigns) of the Other Part,

The RAYAT and TBSS hereby agree to the terms and conditions of this MOU and to act as the Party



B] RAYAT is one of the leading educational institutions in Asia. The value of its contribution to education in general is enormously great as it has, from the very beginning, tried all its best to lay emphasis on the education of the down-trodden, the poor and the ignorant who really form the major bulk of society. To-day, it has been conducting 41 Colleges, 439 secondary schools, 8 training colleges, 26 primary schools, 19 pre-primary schools, 68 cosmopolitan hostels, 7 administrative offices, 8 Ashramshalas, and 56 ancillary Branches. One can rarely find such an educational institution working devotedly in about 14 districts, of Maharashtra and one district of Karnataka with 16889 employees (female 3287) belonging to 150 castes and communities and 4 lakh 37 thousand 415 students (female 1,97,076).

C] Sambhavana Employability Training Programme (ETP): - TBSS and RAYAT jointly agree towards establishment of Sambhavana ETP with shared infrastructure for enhancement of "Earn While You Learn" concept. Sambhavana ETP further means the contact centre activity in premises of education institute giving opportunity for the students to Earn While You Learn. RAYAT agrees to TBSS to make available required space for establishment of Sambhavana ETP (contact centre) for approx 250 seats and conduct employability training for students of RAYAT [Approx 10000 sq ft to 15000 sq ft of built up area at **Shrirampur**, hereinafter referred to as the "SAID PROPERTY"]. RAYAT, besides the said property of this MOU, have various other buildings and additional land which are not subject matter of this MOU. It has been specifically discussed that TBSS will have no right to the said property either as tenant, licensee or in any other manner. TBSS has been given permission to only create allied facilities for BPO and training. Both the parties have agreed to reproduce in writing the terms of MOU discussed and agreed to in principle as outlined hereafter.

NOW THIS MOU WITNESSETH:

1 SCOPE AND PURPOSE OF THE MOU

1.1 This MOU is between the parties with primary focus on creating temporary job opportunity to the students of RAYAT and helping them in their education efforts through "Earn While You Learn". The employment opportunities of the students will be further enhanced by conducting employability training courses (covered in detail later in para 3.3 of MOU) by TBSS to the students. This will help to enhance the quality of educational experience, industrial exposure and better job opportunities for the students of RAYAT in other TATA group companies and elsewhere in market.



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1.2 It is specifically agreed that TBSS will provide training and contact centre facilities in the said property as described specifically at 1.5

1.3 TBSS will not admit any person under any category for part time job and training purpose other than the pool of students from RAYAT which may also include ex-students depending on the requirement. For full time employment, assistance will be given by RAYAT for providing the list of suitable candidates or else TBSS will select the full time employees from the local population. From the list of applicants submitted by RAYAT, TBSS will have the right to conduct a selection test to examine the suitability for the job role, and if not found suitable after mutual consent between TBSS and RAYAT, the names of such unsuitable personnel may be dropped. This excludes the supervisory and administrative staff at the contact centre.

✓ 1.4. DURATION:-This MOU shall be valid for five years from the date of execution of this MOU by both the parties and reviewed thereafter, unless terminated as hereinafter provided,

1.5. Area: - The RAYAT agrees to provide built up space of approx 10,000- 15000 sq ft to accommodate 250 seats of BPO and in addition approx 2,000 sq ft for conducting employability training to the students. The same arrangement can be made at different locations where RAYAT has strong presence [and wish to increase the relationship] with minor location specific modifications if required and with mutual consent.

## 2 MUTUAL OBLIGATIONS

2.1 This MOU shall not be a bar to either party from having similar agreement / understanding / arrangement with others. Except as expressly stated in this MOU, there shall be no obligation on any party to compensate the other in any manner or to make any claim.

2.2 Each party shall respect the other's intellectual property rights and shall not use any trade name, trade mark, symbol or designation belonging to other with out prior permission.

2.3 Nothing contained in this MOU shall be construed as resulting in the creation of a relationship of employer and employee or principal and subsidiary between TBSS and RAYAT. No party shall make any representation, contract or commitment on behalf of the other except through mutual consent.



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### 3 RIGHTS & LIABILITIES OF TBSS

- 3.1 TBSS shall provide temporary job opportunity to the students of RAYAT which may include ex students and job seekers depending on the requirements with mutual consent. The selection of the students will be strictly on merit basis and as per the skill sets required for the job. The nature of employment opportunity may be part time i.e. for 4.30 Hrs or full time i.e. for 8 Hrs of actual calling depending on operational requirement and available time with the trainee. The trainees will work on a part time basis for 5 days in a week and during the 6<sup>th</sup> day, all the trainees will attend full day Employability training programme. The eligibility criteria and tentative selection procedure will be as per the Annexure 1 and 3.
- 3.2. Trainees who are enrolled with TBSS, in order to get the benefit of employability training, would have to work for 5 days with 4 ½ hrs per day and would be paid a stipend of Rs 2200 per month. A full day training would be provided to all the trainees on 6<sup>th</sup> day of each week for which a nominal charge of Rs 200 per month would be deducted from his/her earnings.
- 3.3 TBSS will provide employability training to the trainees for enhancing their job opportunities with the TATA Group companies or elsewhere in the market. At the end of the Training module partial placement opportunities with few Tata Group companies may be organized. The details of employability training programme with the course details is annexed as Annexure II to this MOU.
- 3.4 All the Human Resource policies of the TBSS as applicable from time to time shall be made applicable to the trainees as well as the employees post selection and joining the programme. This will include termination of the employment/cancellation of training if not working satisfactory as per the job requirement/acts against the policies of TBSS and the Sambhavana ETP.
- 3.5. TBSS will make required interior changes in the buildings (said property) and install computers and other equipment / machinery as required. All expenditure towards installation of equipment, furniture etc including AMC's on the same as well as telephone, communication, electricity, water lines and electricity / water meters and the recurring expenditure towards repair, replacement and maintenance of equipment and payment of telephone, electricity, water bills (in Said Property) and other operational expenditure will be solely the liability of TBSS. Genset/UPS backup, net work connectivity etc shall be the responsibility of TBSS. RAYAT will assist in getting the High tension power connection and Lease line connectivity from the service providers. All the movable assets will remain the property of TBSS and TBSS's responsibility to keep them in good condition to carry out the purpose of MOU.



*H. B. Desai*

3.6 To ensure professional functioning in this Sambhavana ETP and training centre, TBSS will provide the requisite technical, supervisory-cum-training and related administrative staff. All the students provided by RAYAT shall be screened and tested by TBSS to assess their suitability for training. The pre-selection orientation training for a week will be given by TBSS to ensure maximum selection of students. The rejected students will be the part of Recycle batch which will be conducted by TBSS for enhancing the chances of selection of the candidate's for any such opportunity in Sambhavana ETP.

3.7 TBSS shall have the right to enter upon the said property and to carry on activities as agreed between the parties hereto on the campus of the said property. TBSS shall have no right to transfer the right under this MOU in favor of any third party.

3.8 TBSS will provide experience/proficiency certificates to the trainees on successful completion of the employment tenure and employability training. Also campus recruitment drives by respective TATA group companies may be arranged for selection of the candidates for better employment opportunities. TBSS is not obliged on account of this MOU to recruit fixed number of candidates for Sambhavana ETP or 100 percent absorption of employability training batches in other group companies.

3.9 It is specifically agreed that TBSS will have limited right to come upon the campus / buildings of RAYAT. It is further specifically agreed that at all the time legal, symbolic and factual possession of the said property will continue to rest with RAYAT and TBSS will have only license to send their persons, employees, representatives for the purposes of monitoring/ supervising /training or maintenance / upkeep of assets.

3.10 TBSS shall pay Rs.100 per month per employee/trainee as administration charges to RAYAT.

3.11 TBSS shall ensure that the female trainees/employees don't work beyond 7.00 pm in all cases; however the female trainees/employees who stay in the hostel and Shirampur city area may be permitted to work until 11 PM with their due consent.

3.12 Only male trainees/employees to work in the night shifts.



#### 4 RIGHTS & LIABILITIES OF RAYAT

4.1 RAYAT will act as a facilitator between TBSS and students. The arrangement made between TBSS and students will be financially compensated to both as to the students (trainees), by paying stipend, and to full time employees by paying salaries.

4.2 RAYAT shall provide the Said Property and the buildings constructed upon the Said Property to TBSS for the establishment of Sambhavana ETP and imparting employability training to the students of RAYAT with a monthly rental charges of Rs.25000 for the entire 15000 Square feet to TBSS as per the separate lease agreement between the parties RAYAT will also provide required support and influence in getting High Tension power connection (Express Feeder if possible) and Data Lease line of optical fiber from service providers.

4.3 RAYAT shall provide students from different disciplines of RAYAT colleges and arrange for recruitment drive for selection to fill up positions in Sambhavana ETP. In eventuality of shortage of manpower RAYAT will arrange for ex students recruitment drive. RAYAT will take all possible efforts to meet the targeted strength to the mutual satisfaction of both the parties. RAYAT will also obtain consent from the parents of the students for working them in BPO operations and attending employability training for better job opportunity in future. In case the requisite numbers of full time employees are not met through RAYAT, other candidates may be employed by TBSS through mutual consent.

4.4 RAYAT understands and agrees that all written or other tangible data and documentation developed or procured by it in fulfilling its obligations under this MOU, whether in printed or electronic form, belongs to TBSS and that the TBSS will have all rights, title and interest therein and vice versa.

4.5 RAYAT agrees for further enhancing the relationship with TBSS with similar arrangements in other hubs of RAYAT with mutual consent.

RAYAT agrees and undertakes that it shall not and ensures that its personnel shall not disclose or publish any information relating to TBSS's business which they may come across in the normal course of performing their duties whilst on the premises of TBSS and/or any of its NMC, to any third party unless such disclosure or publications is strictly required by law.



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## 5 TERMINATION AND ITS EFFECTS

Notwithstanding anything contained in this Agreement, TBSS shall have the right to terminate this Agreement forthwith if:

- i. there is a change of constitution of the RAYAT.
  - ii. RAYAT in providing the Services, indulges or adopts methods in willful violation of any law /rule / regulation;
  - iii. RAYAT indulges willfully in wrongful use of intellectual Property Rights of the other;
- a) This MOU may be terminated upon the occurrence of any of the following events:
- i. mutual consent of the Parties; or
  - ii. either Party giving 180 days written notice to the other Party of its intention to terminate the Agreement; or
  - iii. if either Party undergoes any winding up either voluntarily or under court proceedings.

5.2 RAYAT shall have the right to terminate this MOU if it is found by RAYAT that the Sambhavana ETP is neither feasible nor is it in the interest of students of RAYAT or for any other reason deemed necessary by RAYAT authorities.

5.3 TBSS shall have the right to terminate this MOU in case of non-feasibility of the Sambhavana ETP or other organizational constraints, commercial or any other reasons.

5.4 Within one month of the commissioning of the contact centre facilities/Sambhavana ETP, RAYAT and TBSS authorities would jointly prepare a list of all the immovable and movable assets. This list would then become a part of this MOU. In the event of termination by either party, the fixed / immovable assets such as buildings' modifications and improvements by TBSS would neither be disturbed nor taken away. The decision to move the movable assets belonging to TBSS and will be at the discretion of TBSS.

## 6. GOVERNMENT REGULATION:

Each Party hereto, including their personnel, employees, associates shall be solely responsible for complying with the statutes, laws, regulations, subordinate legislation, administrative orders and instructions issued by relevant government authorities, regarding, but not limited to, environment, industrial relations and taxation, during the performance of this Agreement.

Without limiting the generality of the forgoing, each Party shall be responsible for compliance with the applicable tax, social security and similar regulations applicable to its activities hereunder, at its own cost and expenses.



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7 LIMITATION AND WARRANTIES

7.1 Each party shall ensure that the other is not put to any liability for any act of the respective party under this MOU.

7.2 The Parties herein declare that the Parties are not the agents of each other and there is no intention to create partnership or agency.

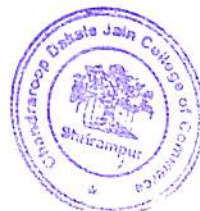
7.3 The parties hereby declare that no tenancy or license or any kind of proprietary right on the assets of RAYAT is created in favour of Party of First Part.

7.4 RAYAT may receive information proprietary to TBSS and vice versa (Confidential Information) in course of fulfillment of their obligations under this MOU. Confidential information is not meant to include any information which (a) is publicly available (b) is rightfully received by RAYAT/TBSS from third parties without accompanying secrecy obligations (c) is already in RAYAT/TBSS possession and was lawfully received from sources other than TBSS and RAYAT or (d) is independently developed by RAYAT/TBSS. The two parties understand and acknowledge that the confidential information is valuable and agree that such information shall be kept in trust, to be disclosed to the persons who have the "need to know" the same for effective implementation of the provisions of this MOU and to the mutual benefit of both parties.

7.5 No party to this MOU shall use the name of the other party in any advertisement or make any public announcement without the prior written approval of the other.

7.6 Joint Governing body will be formed with the members from both the parties for handling day to day matters and effective implementation of the project in [there] their respective areas under this MOU. The issues not resolved by these members will be escalated to the Principal Body comprising of Chairman, RAYAT and MD, TBSS or their pre nominated representatives.

7.7 Any dispute arising under the MOU between the two parties and others in this regard will be settled through arbitration in accordance with the Arbitration and Conciliation Act, 1996. The place of arbitration will be at Pune and Indian laws will be applicable. The Chairman of RAYAT or anyone appointed by the Chairman will be the sole arbitrator to resolve the differences and disputes, if any, that arise under this MOU between the Parties.



*S. B. Dole*  
Signature

7.8 Any changes in implementation procedures which are not specified in this Agreement shall be discussed and incorporated through mutual consent

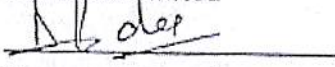
7.9 The Secretary of RAYAT and Centre Head, Pune (On behalf of MD, TBSS) of the TBSS, will sign on behalf of respective parties.

SCHEDULE

\*\*\*\*\*

In written of the above, the respective parties have signed this agreement on the dates mentioned herein below on 4th Day Of Decr '2010.

For Tata Business Support  
Services Limited



Name: - DEB PRAKASH DAS

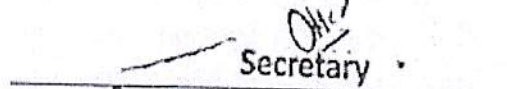
Designation: - Centre Head Pune

Witnesses: -

1.

2.

For Rayat Shikshan Sanstha

  
Secretary  
Name:- Rayat Shikshan Sanstha, Satara

Designation:-Secretary

Rayat Shikshan Sanstha

Witnesses:-

1.

2.



  
PRINCIPAL  
CD Jain College of Commerce  
Shirampur

Annexure 1

Eligibility Criteria for selection:-

1. HSC pass
2. Communication skills:- Good communication skills in Hindi and Marathi and average in English
3. Basic knowledge of computers which may include typing in MS word, MS excel, maneuvering of mouse, internet browsing etc.
4. Needy and having passion for hard work.
5. Completed 18 years of age

Selection Process: - (variations may happen due to operational requirement)

1. Just a Minute Round: - On any given topic shall able to speak in English, Hindi and Marathi as asked by assessor. To check fluency, pronunciation and confidence.
2. Aptitude test: - Total - 40 marks, Time - 30 minutes, Language – English. Objective multiple choice 40 questions constitute of English grammar, logical reasoning and Mathematics.
3. Typing test: - On typing tutor software installed in computer to judge the speed and accuracy of English typing.
4. Interview: - By a panel comprising of HR and Operations representative.



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ANNEXURE II

Employability Training programme details

<u>SAMOHAVANA</u>							
<u>BLOCK SYLLABUS</u>							
<u>MODULE 1 - STEPPING STONES</u>							
Aim : To facilitate learning Basics of English Language Grammar, Vocabulary Building, Writing, Speaking, Listening and Reading Comprehension							
Total Number of Periods ( 1 hour each ) : 4 periods per day x 5 days a week x 4 weeks = 96 Periods							
S.No	Main Topic	Sub Topics	No of Periods	Running Week	Aspects needing Emphasis	Guido to Trainers	Remarks
1	Grammar	Parts of Speech, Verb Agreement			Correct type of sentence for correct meaning and tense	The trainer will have to refer to PTAR to understand the candidates' learning abilities and instruct accordingly.	
		Types of Sentences					
		Tenses					
		Degrees of Comparison					
		Articles					
		Direct and Indirect Speech					
		Active and Passive Voice					
		Commas, Semicolon, Hyphen, full stop					
			20	1st			On Going in all other Activities as well
2	Vocabulary Building	Tree of Words			The aim is to make the students identify words associated with the items, places and things which they come across or use in their daily lives.	The Trainer will be imaginative to bring out vocabulary from the students by continuously asking leading questions and helping them	MTI will be taken note of and corrected on a continuous basis in all the activities involving speech



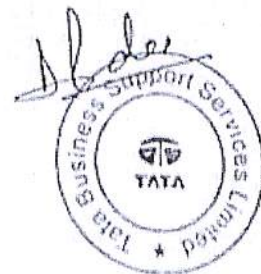
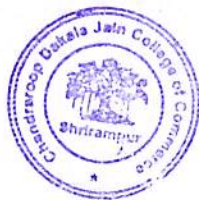
*A.P. J...*

						think of associated words
		Word Building Exercises				
		News Paper Reading, identifying new words and learning their meanings			Students will be advised to bring dictionaries to learn meaning of difficult words and use them to make sentences.	The Trainer will make the students underline difficult words, find their meanings and write sentences using the same.
			12	2nd		
3	Sentence Formation	Using the above vocabulary ( in all tenses and in all their forms)	16	2nd / 3rd	Formation of grammatically correct sentences using appropriate parts of speech and tenses.	The Trainer needs to make sure that the students understand the exercise at the beginning itself, so that they progress rapidly upto essay writing.
4	Paragraph Writing	In all Tenses using the above sentences	8	2nd/3rd	Sequential and meaningful flow connecting the sentences as formed above.	
5	Short Essay writing	Using the above paragraphs	8	3rd	An exercise in arranging thoughts in a sequence with introduction, body and conclusion	



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6	Pronunciation of a topic	Using the above stated Essays	11	3rd	Clarity, Confidence and Composure Candidates' body language also needs to be monitored.		
7	Listening Comprehension	Recorded Paragraph or read by the trainer	8	3rd/4th	Attentiveness, understanding, remembering and reproducing	The Trainer will continuously test attentiveness of the students by surprise questions and sensing their non verbal communication.	A simple test will be administered at the end of the exercise
8	Reading Comprehension	From a paragraph read from a news paper	12	4th	Understanding the theme, words, phrases, pronunciation, punctuation, confidence and clarity.		Same as above
			92				
9	Tests and Assessment		4	4th			
			96				



**JAMUHAVANA**

**BLOCK SYLLABUS**

**Module 2 - BUILDING BLOCKS**

Aim: To facilitate the candidates to learn Communication Skills, Group Discussions, Lectures and Basic Self Management Skills.

Total Number of Periods ( 1 hour each ) : 4 periods per day x 8 days a week x 4 weeks = 128 Periods

S. No	Main Topic	Sub Topic	No of Periods	Running Weeks	Aspects Needing Emphasis	Guide to Trainers	Remarks
1	Communication Skills	Greeting and building Conversation			Clarity of thoughts, confidence and Command over language	The Trainer needs to encourage the students to think, prepare the communication mentally and deliver without hesitation. Help of prepared notes can be taken initially.	This will be given utmost importance and repeated with vigor, so as to make the students comfortable and confident in conversation.
		Listening and responding				As listening is very important to our LOB, special care will be taken by the trainers to assess the listening attitudes and abilities of the students.	
		Non Verbal Communication					
		Paraphrasing					
		Generating Interest in the listener					
		Remaining Focussed on the Conversation					
		Noticing the unspoken language					
		Telephone Etiquettes					
		Addressing a Group of People					
		Barriers to good communication					
		Barriers to good listening					



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2	Group Discussions	Purpose of GD			Generate ideas to improve conversation in a group	The Trainers will continuously increase the degree of difficulty.	Drawbacks in each student will be recorded, communicated remedial measures suggested and monitored in the subsequent sessions.
		Behaviour in a Group					
		Understanding the Topic					
		Consolidating Thoughts					
		Expressing opinions / thoughts					
		Logic, Content and Response					
		Respect to others' views					
		Responding to others' views combined with own opinion					
		MTI					
			20	6th / 7th			
3	Lectures	Confidence			Non verbal communication, subject matter, method of putting it across, tone and delivery.	Lectures help the students to form brief discussion points on a subject. The Trainers will do well in giving topics related to the conversations which a CCE will be required to make during work.	
		Collation of Matter in a logical sequence					
		Clarity of subject					
		Clarity in Delivery					
		MTI					
		Use of right Vocabulary					
			20	7th			



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4	Basic Management Skills	Self Time Management			Real introduction to the topics	The trainers to bring out the essentials through real life examples and keep them simple and understandable
		Stress Management				
		Grooming and Conduct				
			12	8th		
5	Resume Building		4	8th		The Training team will endeavor to make the students aware of the interview requirements and procedures.
6	Interview Skills		4	8th		
			92			
5	Tests and Assessment		4	8th		
			96			



GANDHIVANA

BLOCK SYLLABUS

Module 3 - Show Window

Aim - To facilitate students to hands on computer skills, process orientation, HR and Ops Interview rounds and etiquettes required for retail industries

Total Number of Periods ( 1 hour each ) 4 periods per day x 6 days a week x 4 weeks = 96 Periods

S.No	Main Topic	Sub Topic	No of Periods	Running Week	Aspects Needing Emphasis	Guides to Trainers	Remarks
1	Hands on Computer Skills	MS Office			Typing speed and working comfortably on a computer while communicating through head sets.	Check correctness of grammar and content.	The matter has to be as per the discussion taking place during the mock call.
		General CRM packages					
		Recording Customer Escalations					
			16	1st			
2	Process Orientation	Basic Process Training	48	3rd			The basic process / curriculum needs to be ascertained.
3	HR and Ops In-Training Assessment		8	3rd	It will be ongoing. The Training Team will invite the Recruiting and Ops Teams to assess the students, while still in training.	The Trainers will be required to prepare the candidates mentally for the assessments.	Designed to implement requisite training interventions as well as reduce TAT.
4	Etiquettes required for Retail Industries	Greeting and receiving			The subject will be accorded varied number of periods as per the requirement and time available	The Trainers will design the sessions based upon real life situations and practical examples	
		Telephone Mannerisms					



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Pro Training Assessment Record (PTAR)

S.No	Parameters	Descriptors	Measurement Criteria	Desired Standard at the start of training on a Scale of 5	Remarks
1	Confidence	Walk up to front of the class confidently, stand erect, greet, introduce self and the topic.	<p>0 - Not able to face the audience.</p> <p>01 - walks up, stands in front of the audience but fumbles and has great difficulty to start talking.</p> <p>02 - Faces the audience with fair level of comfort, can speak about himself and the topic</p> <p>03 - Moderate confidence, Establishes contact, self introduction with comfort, structured topic introduction</p> <p>04 and 05 - good / excellent confidence, no problems in self introduction or introduction of the topic</p>	1.5	<p>The desired standards are based on a bench mark of 4 as eligibility to be selected by HR / Ops.</p> <p>Though the entry level standard may at times be 3, it is being taken as an exception and not rule.</p> <p>There is a need for caution and judgement on the part of those carrying out the assessment. While individual parameters are being looked at, the overall impression / trainability of the candidate has also to be ascertained and a judicious via media has to be struck.</p>
2	Clarity	Clarity of thoughts and delivery, Comprehensive matter delivered in brief.	<p>0 - Incoherent, Does not know what is being talked by him / her.</p> <p>01 - Tries to capture thoughts in bits and pieces, clarity in delivery lacking</p> <p>02 - Is able to form thoughts, puts them in order, delivers in simple yet in a sequence</p> <p>03 - Is able to frame thoughts and delivery in a structured manner, can form sentences satisfactorily.</p> <p>04 and 05 - good / excellent clarity in both thoughts and delivery, can connect with the audience by generating interest in them.</p>	1.5	



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	Content Development	Developing the topic in introduction, body, conclusion with proper greetings or salutations as required	<p>0 - Lack of organization of thoughts.</p> <p>01 - degenerated and poor organization of topic</p> <p>02 - simple organization with introduction, body and conclusion in place.</p> <p>03 - Moderate Greetings, organization and structure</p> <p>04 and 05 - Good / Excellent</p>	1.5
7	Reading	Pronunciation, modulation, punctuation, emphasis, recognising difficult words	<p>0 - Can not understand the script.</p> <p>01 - wrong pronunciation, long time in recognising the words, repeating the word slowly or mumbled voice before being spelt loudly.</p> <p>02 - Understands the script with some difficulty, pronunciation takes a little longer, is trainable</p> <p>03 - Passable pronunciation, understands punctuation, bit of modulation, understands difficult words</p> <p>04 and 05 - good / excellent</p>	1.5
8	Writing	Developing the topic in to introduction, body, conclusion, punctuations, legibility with proper greetings or salutations as required	<p>0 - illegible hand writing, spelling mistakes, punctuation mistakes.</p> <p>01 - spelling mistakes, punctuation mistakes, knows a little about structuring the topic.</p> <p>02 - legible hand writing, spelling mistakes lessened, introduces the topic, keeps body intact and concludes.</p> <p>03 - Moderate in all the above</p> <p>04 and 05 - good / excellent</p>	1.5



	Body Language	Positive, confident, eye contact	0 - very low self esteem, shy of making eye contact, shifting postures and eyes continuously, unable to control hands and legs trembling 01 - low self esteem, makes eye contact but withdraws quickly, hands and legs trembling, but able to control briefly 02 - satisfactory self esteem, able to control trembling, positive facial expressions 03 - Moderate and passable 04 and 5 - good / excellent	1.5
10	Grooming and Conduct	Dress, hygiene, mannerism,	0 - ill dressed, very poor personal hygiene, impolite, strong body odour 01 - poor personal hygiene, lacks sense of dressing, body odour 02 - able to dress neatly, satisfactory personal hygiene, polite 03 - Moderate 04 and 05 - good / excellent	1.5
11	Computer Skills	Understand its function, typing, saving, retrieving, MS Office	0 - No knowledge at all 01 - little knowledge but no hands on experience. 02 - hands on experience 03 - Moderate 04 and 05 - good / excellent	1

