

Start Small to Go Big

Learn Entrepreneurship, Business and IT Skills to chase Your Dream



Enroll Today



greenworkforce.in

Incubatee at Noida Campus



Overview



This program is conceived and developed to help small businesses. The small businesses, startups and their founders face a plenty of challenges in their initial and growth stage. We have designed a productive, transparent and meaningful engagement to such businesses finding scientific solution to build and grow the venture. We start from the scratch, How to start a Small Business? I have an idea, but, do not know where to begin with? I have started a small company, but, need help in growing it. My products are great, but, not selling in the market to the expected volume. Who can help me with market research? I have cash-flow issues, who can help me to solve it? Etc. We cover the practical views on new-age topics like Gig Economy, Artificial Intelligence, 3D Printing, Design Thinking and Augmented Reality to one's advantage.

This is a social learning engagement in a WhatsApp group to leverage the global HP Life Foundation program and solve critical problems of small businesses on ground.

HP Learning Initiative for Entrepreneurs (HP LIFE) is a global program that trains students, entrepreneurs, and small business owners like you to apply IT and business skills, so you can establish and grow a business, build successful companies and create jobs. Our face-to-face trainings, tools and e-Learning program address educational needs, improve and strengthen skills and enable you to move forward.

Program Details



The WhatsApp learning cohort is provided with mentoring and practical resources for 30 weeks, focusing on one course subject each week from the catalogue under the categories of

- **Startup /Innovate: 6 weeks**
 - Success Mindset, Starting a Small Business, Design Thinking, Strategic Planning, Social Entrepreneurship, 3D Printing
- **Communication: 5 Weeks**
 - Business Communications, Business Email, Effective Presentations, Effective Leadership, Presenting Data
- **Operations: 7 Weeks**
 - Maximizing Capacity, Managing Contact Information, Customer Relationship Management, Inventory Management, Energy Efficiency, IT for business success, Hiring Staff
- **Finance: 5 Weeks**
 - Basics of Finance, Profit n Loss, Finding Funding, Cash Flow, Sales Forecasting
- **Marketing: 7 Weeks**
 - Social Media Marketing, Unique Value Proposition, Your Target Audience, Selling Online, Effective Business Websites, Marketing Benefits vs Features, Setting Prices

The participants have the option to access mentors module-wise or as a packaged 30 weeks stretch. Accordingly, the ticket prices are fixed. <https://goo.gl/s8hLis> The course curriculum, learning activities, certification are from <http://www.life-global.org/> with more support from the global community. The resources from <http://greenworkforce.in/> are to extend mentoring, and supplementary activities to boost the success rate of the participants. The outcome is not simply the learning, but, actually solving at least one critical problem faced by a small business owner.

Delivery Format

Target Audience: Micro and Small Businesses with 20 employees or lesser / a revenue less than INR 2 Cr. / Aspiring Founders / Employees looking to become Entrepreneurs / Other livelihood seekers - 18 years and above

Ideal Cohort size: 30 in a batch, but, there is no restriction on the number

Delivery: A hybrid model of online / mobile / remote engagements. Self paced - Asynchronous learning - Anytime Anywhere

Custom Packages on additional charges applicable: Purpose driven groups, Face to Face Workshops, Video Conferencing, Custom Curriculum are available on-demand. Small Business Website from www.groww.net

Course Fee: One course fee - INR 3200/- per participant. All 30 courses - INR 18,000/- per participant.

Language: English is the primary media. Local Indian Languages are supported at conversation level.

Duration: Each course topic demands 6 hours of online study and 6 hours of Mentoring spread across a week. 30 courses.

Pre-requisites: Laptop / Smart Mobile Phone, Internet, Intermediate knowledge of English

Course helpDesk: WhatsApp / Email / Phone

Giveaway: One year free membership at India Entrepreneur's Club <http://indiaclub.com/>

The Engagement Flow

Step 1: Buy tickets at <https://goo.gl/s8hLis> . Alternate payment methods are available on-demand

Step 2: We add the participants to the WhatsApp learning cohort on specific topic schedules. Course facilitators and Resource Personnel are also added relevant to the topic.

Step 3: Participation in the course activities, mentoring and Social Learning engagements. Course subject mapped problem discovery and solution design.

Step 4: Certification and Graduation

The relationship continues for life! We, being the private party, are agile to respond to the changing market needs. The program is designed to keep updating dynamically to help small businesses around. Parallel, we strongly suggest you to take advantage of Government initiatives and schemes to expand the horizons. But, the dependency is not advised. Some useful links are <https://gem.gov.in/> a marketplace, <http://www.mudra.org.in/> for funding, <http://www.dcmsme.gov.in/> for general information and schemes, <http://niti.gov.in/content/atal-innovation-mission-aim> to promote a culture of innovation and entrepreneurship.

The Program Team



Prof MM Pant
Inspiring Mentor Promoting Public
Understanding of Emerging Technologies



Dr. Anil K Dubey
Banking n Finance Industry Expert,
Mentor & Advisor to Startups



Dr. Jyoti D Vora
Food n Nutrition Scientist
of International Repute



Dr. Arun Jee
Seasoned Educationist
with Specialization in
Strategic Leadership



Shashidhar Bhat
Gig Economy Practitioner



Raj Pathak
Brand Advisor



Avikshit Saras
3D Printing Specialist

Join us Today!




GOVERNMENT OF INDIA
MINISTRY OF CORPORATE AFFAIRS
Central Registration Centre

Certificate of Incorporation

[Pursuant to sub-section (2) of section 7 of the Companies Act, 2013 (18 of 2013) and rule 18 of the Companies (Incorporation) Rules, 2014]

I hereby certify that YGWYN PRIVATE LIMITED is incorporated on this Twenty second day of June Two thousand eighteen under the Companies Act, 2013 (18 of 2013) and that the company is limited by shares.

The Corporate Identity Number of the company is U93000UP2018PTC105585.

The Permanent Account Number (PAN) of the company is **AABCY0144K**

The Tax Deduction and Collection Account Number (TAN) of the company is **MRTY00515E**

Given under my hand at Manesar this Twenty second day of June Two thousand eighteen .


Digital Signature Certificate
Mr AJAY KUMAR MEENA
Deputy Registrar Of Companies
For and on behalf of the Jurisdictional Registrar of Companies
Registrar of Companies
Central Registration Centre

Disclaimer: This certificate only evidences incorporation of the company on the basis of documents and declarations of the applicant(s). This certificate is neither a license nor permission to conduct business or solicit deposits or funds from public. Permission of sector regulator is necessary wherever required. Registration status and other details of the company can be verified on www.mca.gov.in

Mailing Address as per record available in Registrar of Companies office:
YGWYN PRIVATE LIMITED
L-Incubator, IIM Lucknow Noida Campus, B-1, Sector 62,, NOIDA,
Gautam Buddha Nagar, Uttar Pradesh, India. 201307



* as issued by the Income Tax Department

greenworkforce.in is the online brand of

Company Name: Ygwyn Private Limited

Bank Details: Yes Bank Limited

Current A/c 084063300000754

IFSC Code: YESB0000840

Branch: Ground Floor, Shop No. 19 20 21,
JMD Galeria Sona Road, Gurugram 122002, Haryana

PAN: AABCY0144K TAN: MRTY00515E

Registered address: Ygwyn Pvt. Ltd., IIM Lucknow Noida
Campus, B-1, Sector 62, Gautam Buddha Nagar, Uttar
Pradesh, India. Pincode - 201307