

SALT PROGRAMME REPORT

MODULE 1 : INTRODUCTION AND TEAM FORMATION

1. Ice breaking and introduction

A informal introduction was made by every student through a game. Students were instructed to tell their name and their fellow student. likewise a sequential order was maintained throughout the introduction.

Later students were divided into 6 groups.

2. GAME : “ Where do you place yourself ”

Each group was provided with a A4 size paper which was already folded . We instructed the students to write the name of each student of the group in that paper without making any change in the paper shape. Later we gave full freedom to the students for making changes in the paper and asked to repeated the same name writing process.

Some of them opened up the folded part and extended their creative space while some of the students didn't attempted to do so.

Through this game we conveyed the idea that when you have a limited space your abilities, skills, ideas, knowledge everything will be limited. But when you take a initiative to find a better space to use your full ability you can achieve more.

The space available as a entrepreneur was communicated to the students



3. Linking up with the game we discussed the difference between an entrepreneur and an employee and how being an entrepreneur is important than just being an employee.

4. The next topic was the skillset of an entrepreneur.

We discussed the inspirational stories of Elon Musk and M A Yusuff Ali and through different stages in their life we pointed out the skills they possessed which is important for an entrepreneur.

Through that method following skillsets were discussed :-

Aptitude

Vision

Attitude

Generalist

Action

Self learning

Risk taking mentality

Ambition



5. As a last part of module one we pointed out the importance of team building with discussing the differences between a team and a group.

The importance of team building was discussed using an interactive session with students by assessing the real life situations.

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Brainstorming and Ideation

As a starting, a brief explanation on brainstorming was given to the students and the importance of a brainstorming was conveyed to them using a presentation. Brainstorming should be free from any limitations and should allow a free flow of ideas from all members present. A successful brainstorming session should allow teams to collaborate, think without any inhibitions, and contribute their share of ideas. So, the students were divided into 6 group with 5 members in each group for performing brainstorming activity.

Each group had to address a real-life problem and come up with a solution to that problem with the most creative idea. Each members of the group have to contribute his/her idea to this discussion. Among these, the most creative idea is selected by any one of the brainstorming techniques. After that they were asked to present the group's idea to the audience and mentors, who were present there, and they were asked to upload it on Notion.



After that a game was played. A string was given to a group consisting of 2 members. The two ends of a long string was used to tie each person's hands separately and have the strings cross each other, so that the two people are linked together. The puzzle is for the two players to figure out how to unlink themselves, without breaking the strings or removing them from their wrists. This game was played to make them understand the importance of working together in a group and bring a solution to that problem.



The next session was about ideation. This topic was convinced by calling 2 students from the class. An apple was given to the student and asked him to peel the apple by a knife and he did so. Then another apple was given to next student and asked him to peel the apple using a peeler. From this, they got an idea that an apple can be peeled by any method but using a peeler would save our time. From this perspective they understood that, a problem can be solved in many ways, but finding the right and efficient way is to be done by creative idea.



The last session ended by explaining and showing how to use Mindmeiser, Lucid charts. Later they were asked to make use of these tools and come up with mindmaps and storyboard of their own ideas and also, they were asked to upload it on Notion.



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MODULE - 3 : BUILD A PLAN

1. Identifying the brand using the tagline :

Students were shown some famous taglines and they were asked to find out the brand or company.

By this activity, students got an idea about the importance of the taglines.

2. Identifying the brand by logo :

Logo of world famous brands were shown for identification and students were asked to identify and write it.

Importance of logo was conveyed.

3. Writing and directing Advertisement :

Students were divided into 6 groups and each group was given a common product for Writing, Directing and Performing Ads.

Prizes were distributed to the team which presented creative, interesting and meaningful Ads.

Towards the end, a talk was given about the importance of marketing , creative thinking and competition in the market.

4. Creating own logo :

Students presented their business ideas on the previous days. They were asked to create a logo for their startup idea and submit it to the trainer.

This was the third module of SALT. This module was meant for people who are just starting or forming out their new company. Business plan has an important role in starting a new venture. This module was very difficult to convey but was done through games which gave the students a clear idea about the module.

The students were helped to identify or understand the areas like how does a business plan works, what the market is, how different are they from their competitors etc by giving them interesting games, which conveyed the idea better.









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MODULE 4 : MARKETING AND NETWORKING

As a starting, a brief explanation on marketing plan was given to the students and the importance of a marketing plan was conveyed to them using a presentation. After the session the students was divided into 6 groups.

After that a game was given in the name of “Market your skills”. Each group was provided with a piece of paper and the groups were again divided into a group consisting of 2 members, where the members were named Played A and Player B. Player A will write the “ what skills I possess to become a marketeer“ and “ barriers to not to become a marketeer“ of Player B and vice versa. Now every member in a group knows the skills and barriers to become a marketeer of everyone. This was done to remind them of their skills and barriers. After that they were said to present the group’s skill in front of a board (mentors) to get an opportunity to market a new product in the market.

6 groups successfully presented their skills. Some of the groups did not get the idea very well but they managed to cop up with the situation and those who understood the idea of game did the presentation very well.

This game was designed to make the students understand how to market a product. In short, the game helps the students to understand that while marketing a product or service they must have a perfect idea about the product or services.

The next session was to give the students the idea of building a marketing plan. For that, we showed an Ad to the students and then they were told to tell why the storyline in that particular Ad was scripted like that. Gladly, every group got the strategy behind it. It was shown to convey how to capture the customers in a market even though the real customers who need it do not want it or not showing any interest in it. The Ad was about an Educational App. They were also told to give examples similar to the shown Ad. After that the steps to build a marketing plan was explained using PPT presentation.

Through that method following were discussed :-

- I. Analyze your market
- II. Set your goals and objectives
- III. Outline your marketing strategies
- IV. Set your marketing budget
- V. Keep your marketing plan up to date

Then, the value perceived and different ways of marketing were explained through a PPT presentation.

In the next session, students were conveyed with information regarding digital marketing and ways to do that such as building a website for the purpose of marketing.

At first, they were given a brief explanation on digital marketing and later the phases of digital marketing were explained to them as follow :-

- Content marketing
- Search Engine Optimization
Students were given a brief explanation about Google Trends and how to use it.
- Pay per click
- Social media marketing
- E – mail marketing
- Affiliate marketing

They were given a detailed information on WordPress Basics using a projected screen. It conveyed them with the idea of creating a free website using Word Press.

Later they were given an effective session on networking and its importance. As an example, for networking, LinkedIn the world's largest professional network on the internet was showed to the students and what LinkedIn is doing and how it is beneficial were explained to them.

Photographs of the session conducted are added below :





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MODULE 5 : Public Speaking and Presentation

The module started with a brief explanation on the importance of public speaking and presentation and the concept of idea pitching was also conveyed to them.

When it comes to public speaking and presentation everyone will experience a phenomenon called 'stage freight' at first. The power of 'stage freight' to destroy a speech or presentation is too high. So, a participative class on how to eliminate stage freight and why It is experienced by everyone at first was explained by narrating personal experiences of the mentor. Throughout the session the methods to eliminate stage freight was discussed as – preparation is the first step to eliminate stage freight, practice comes next and the third step is visualization.

Preparation – to collect all the data related to the subject matter that we are going to present.

Practice – Rehearsing how you are going to convey the information throughout the session by using a mirror, capturing a video of you presenting etc.

Visualization – imagining twice or more what you will be doing on the stage.



Next session was to convey how to set up a speech. The following steps were discussed :-

- What to Say?
 - Preparation
 - Vocabulary, powerful words and grammar
 - PPT – use Picture, graphics and animations
- How to speak?
 - Body language
 - ✓ Starting a speech
 - ✓ Eye contact
 - ✓ Hand gestures
 - Listing, leveling, pointing, this and that

While presenting/public speaking, there are many things to avoid for better conveying of information such as

- Do not look down or off into space.
- Do not begin speaking before you have reached the front of the room.
- Do not play with your hair.
- Do not lean with one hip.
- Do not point with a finger.
- Do not fold your arms.
- Do not sway from side to side.
- Do not talk with your back to the audience.

The above points were conveyed to students as “Do not’s”.

A story building game was played to ensure the participation of every student. The mentor will start a story with a sentence, the rest of the sentences for the story is supposed to be said by the students. The telling starts from one end of a row and goes to the last person at the other end. The following sentences must be told by the next student in the row with minimum time. Everyone enjoyed the game and participated very well.



The next session was about presentation. The following were discussed during the session:-

- Preparation and practice
- Know your audience
- Use structure to build an idea
- Use PPT
- Voice modulation
- Have a story to tell

The next session was to introduce how to prepare a PPT using power point software. How to add animations, graphics, transitions and images in a slide was explained through a projected screen. And also conveyed how to do slideshow using slides in a presentation.