



MOTIVATIONAL TRAINING UNDER MISSION KARMAYOGI FOR CUSTOMER / CITIZEN CENTRICITY PROGRAM



BHARAT SANCHAR NIGAM LIMITED

(A Govt. of India Enterprise)



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MISSION KARMAYOGI

Mission Karmayogi aims to prepare Indian civil servants for the future by making them more creative, constructive, imaginative, innovative, proactive, professional, progressive, energetic, enabling, transparent and technology-enabled.

- **The Programme**

The National Programme for Civil Services Capacity Building (NPCSCB)- Mission Karmayogi aims to create a competent civil service rooted in Indian ethos, with a shared understanding of India's priorities, working in harmonization for effective and efficient public service delivery. The Mission seeks to keep the civil service at the center of all change, empowering them to deliver in challenging environments. The focus of NPCSCB is also on enhancing the government-citizen interaction, with officials becoming enablers for citizens and business, with development of Behavioural-functional-domain competencies leading to ease of living and ease of doing business.

- **Vision**

To transform Indian civil services capacity building landscape by establishing a robust digital ecosystem enabling continuous anytime-anywhere learning to make the officials future ready.

- **Mission**

Develop and maintain a comprehensive online platform to guide civil service officials in their competency-based capacity building journey by enabling online, face-to-face, and blended learning, facilitating discussions through topical forums, managing career paths, and enabling reliable assessments that credibly signal competencies of officials.

NAME OF THE TRAINING PROGRAM: Motivational training under Mission Karmayogi for Customer / Citizen Centricity Program

Culture Of Customer-Centricity can help companies create better relationships with their customers by understanding their needs and wants. When customers feel understood and valued, they are more likely to remain loyal to a brand. Customer-centricity can help businesses differentiate themselves from competitors by providing customers with added value. Companies that adopt a customer-centric approach tend to outperform their competitors in terms of revenue generation and market share.

Employees play an important role in successful implementation of customer centricity in any organization. Motivated employees are the key for better customer experience.

Motivational Training under Mission Karmayogi for Customer / Citizen Centricity Program being offered by BSNL will help employees to become motivated members striving to create and promote customer centric culture. Customer appropriate behaviour needs to be taught and enriched within employee conduct. This is made possible through this responsive training program.

TRAINING OBJECTIVES :

On successful completion of training Program, participants shall be able to:

- Identify the link between self- motivation of employees and customer experience.
- Motivate himself and colleagues to increase the organizational effectiveness towards better customer experience.
- Create a positive customer experience throughout the journey of the customer.
- Enhance customer satisfaction by creating a personalized experience for customers.
- Align products and processes to customer needs and enhance the customer journey.

TRAINING METHODOLOGY :

- Interactive sessions
- Case studies
- Problem solving exercises
- Group Discussions
- Management Games
- Presentations

BENEFITS TO THE ORGANIZATIONS :

Participants upon successful completion of the training program, shall benefit their organization in the following manner:

- Bring together a motivated and efficient workforce dedicated to working towards customer centricity.
- Develop skill and knowledge for timely recognizing customer needs and expectations.
- Strive to deliver best experience at minimum cost.
- Develop a healthy environment within the organization focused on delivering customer delight.
- Proactively engage with customers and thus ensuring better customer retention.



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BENEFITS TO THE INDIVIDUALS:

Upon successful completion of the Customer Centricity course, participants shall benefit at a personal level in the following manner:

- Feel motivated in all walks of life.
- More organized in their personal and official lives.
- Develop customer focused leadership among management and teams.
- Gather a better understanding of customer journey and attempt to create value on different touchpoints
- Learn to anticipate probable hurdles in the path of customer journey

TOPICS COVERED :

- Customer Centricity
- Change Management
- Leadership Skill
- Team work
- Conflict Management
- Coaching & Mentoring
- Empathy
- Critical Thinking
- Time Management
- Stress Management
- Communication Skill
- Goal Setting

TARGET AUDIENCE:

The training program targets all employees at different levels from Government Departments, Organizations, PSUs, and Corporations, particularly those engaged in frontline Customer-facing activities

DURATION OF THE TRAINING:

Training duration is of three days (18Hrs).

TRAINING CHARGES:

- A. Training at Customer's Premises:** Rs. 6000 + applicable taxes per participant.
- B. Training at BSNL Premises:**
 - Training Fee: Rs. 6000 + applicable taxes per participant.
 - Boarding and Lodging Charges: As per prevailing rates and policies, additional charges will apply for accommodation and meals during the training period.



BATCH SIZE:

The minimum batch size for training programs is 25 participants.

BULK DISCOUNT:

Corporate discounts on bulk orders shall be provided for training programs on case-to-case basis, in accordance with company policy and prevailing practices.

ABOUT BHARAT SANCHAR NIGAM LIMITED (BSNL)

BSNL was incorporated on 15th September 2000. It took over the business of providing of telecom services and network management from the erstwhile Central Government Departments of Telecom Services (DTS) and Telecom Operations (DTO), with effect from 1st October 2000 on going concern basis. The company provides telecom services throughout the country excluding Delhi & Mumbai. BSNL is a 100% Govt. of India owned Public Sector Undertaking.

BSNL is a technology-oriented integrated telecom service providing company which provides complete bouquet of telecom services.

BSNL AS A LEARNING PARTNER :

BSNL is having 9 world class training centres. These training centres are fulfilling the training needs of around 58,000 employees of BSNL. BSNL also caters to the training needs of Asia Pacific Tele-community, Nepal Telecom, ASEAN and other CPSEs etc by delivering various courses on technical and soft skills.

BSNL is one of the first organizations to implement Motivational Training under Customer / citizen centricity program of Mission Karmayogi. **BSNL is having a team of more than 200 Master trainers who trained more than 50,000 employees of BSNL.**

BSNL is also the active contributor in iGOT platform of Government of India. BSNL received **Top Learning and Top Performing organization** award by Karmayogi Bharat. Recently, BSNL also received the appreciation certificate of **Leading Content Provider and Leading Performer** on iGOT Karmayogi platform from Chairman, Karmayogi Bharat.

This training program has been developed after considering all the important aspects to motivate employees to serve customer/organization better. However, BSNL can customize the training program as per the need of your organization to the extent possible.

FEW RENOWNED FACULTY PROFILE:

Dr. Kalyan Sagar Nippani - IP&T (AFS) Director (Human Resource), BSNL

MBA in Finance, MBA in Marketing Management, PG Diploma in Business Management, and PG Diploma in Personnel Management, M.Phil (Sociology) & PhD

He served in various capacities such as Circle Head of Finance and Chief General Manager - National Academy of Telecom Finance & Management (NATFM) before joining BSNL's Board as Director – Human Resources. During his career, he was a member of many High Powered Committees that rolled out Pan-Indian projects, including Network for Defence and Airforce (AFNET). As CGM NATFM he launched many innovative and path-breaking Academia- Industry collaborations. He is an accomplished officer with many national-level recognitions from BSNL and DoT to his credit.

He is the author of five best- selling books in the areas of leadership, business strategy, and digital governance which were widely reviewed. He is a motivational speaker and honorary guest faculty to many organizations. His Doctoral thesis was in the area of technology driven change management in organizations.



Sh. Adhir Singhal - ITS PGM (Personnel), BSNL CO.

BE (MNIT, Allahabad), PG Diploma (Public Admin & Mgmt), MDI Gurgaon.

He has varied experience of 35 years in telecom arena. He has been Telecom District Head in different SSAs of Madhya Pradesh and Punjab Telecom Circles. He is also having extensive experience in Mobile Planning at Corporate Office, New Delhi as well as execution of large OFC & Microwave transmission projects in the field. Besides above, he has long experience of training delivery first at ALTTC Ghaziabad and thereafter at NTIPRIT, DoT. Both are the apex training institutes of Ministry of Communications.



**Dr Manish Shukla - ITS
PGM, BRBRAITT, Jabalpur**

More than 32 years of experience in Telecom Industry.

BE (Electronics & Telecom), MBA (HR), Diploma in Public Administration, Diploma in French, MA in Sociology.

He has been awarded a Degree of Doctor of Philosophy (Ph.D) for his work on Social Change due to Broadband.

A renowned International trainer and regularly delivers programs of Diploma in Telecom Management Course as Expert under Commonwealth Telecom Organization (CTO), London.



**Sh Pankaj Rai - SDE
Master Trainer, BRBRAITT**

BE, MBA, PGCL, Master in Psychology

Ph D in Psychology (Mindfulness-Pursuing)

Professional Experience: More than 21 Years

Manager -Hughes (US) (from -2001-2003)

SDE at BRBRAITT, BSNL (2003 to present), Jabalpur (A Govt of India Institute)

International Training delivered at - CTO (Commonwealth Training Organization-Bostwana, Ghana), APT (Asia Pacific Tele community)

Mission Karamyogi Session- 25

Number of Session/ Trainings/ delivered: More than 1550

Coach/ Counseling session: More than 800





PEN AND BALL ACTIVITY



TOWER MAKING ACTIVITY



BALLOON ACTIVITY



TRAINEES' JOY



ROLL PLAY FOR CUSTOMER DELIGHT