

Report on the Inauguration of the Selling Skills Lab at Sardar Patel College

Date: 13th September 2024

Objective: The primary objective of the event was to inaugurate the Selling Skills Lab, set up as part of the skill development course initiative by the ICICI Foundation.

Report:

The Inauguration Ceremony of the Selling Skills Lab was organized by the management of Sardar Patel College, with the ICICI Foundation making a significant contribution to the country's growth and development. The ICICI Foundation is dedicated to fostering inclusive development through initiatives in primary healthcare, skill development, and education.

As part of its ongoing efforts to support skill development, the ICICI Foundation generously contributed to the establishment of a state-of-the-art, fully equipped Selling Skills Lab. The setup includes 41 computer systems, 41 UPS units, 50 chairs, tables, a projector, a screen, and 3 air conditioners, providing an ideal environment for students to acquire and enhance their selling skills.

Dignitaries Present: The event was graced by several distinguished guests, including:

- **Mr. Asif Iqbal** – Zonal Head, ICICI Foundation
- **Mr. Rajeev Madireddy** – Zonal Head, Retail, ICICI Bank
- **Mr. P. Shiva** – Zonal Head, TASC, ICICI Bank
- **Mr. T. Sharath** – Regional Head, TASC, ICICI Bank
- **Mr. Simon Raj Pasala** – Project Manager, ICICI Foundation
- **Prof. T.V. Gopala Chary** – OGA Chairman
- **Mr. B.N. Rajeshwar** – OGA Secretary
- **Mr. B. Hanumanth Rao** – Exhibition Society Secretary
- **Dr. N. Hemalatha** – Principal, Sardar Patel College
- **Dr. Amaranath Sharma** – Vice Principal, Sardar Patel College

The ceremony commenced with a traditional lamp-lighting ceremony, symbolizing the enlightenment of knowledge and skills. This was followed by a welcome dance, adding to the festive and auspicious atmosphere of the occasion. The dignitaries then addressed the gathering, emphasizing the importance of skill development for the youth of India and the role of such initiatives in shaping future careers.

Conclusion: The inauguration of the Selling Skills Lab marks a significant step in the journey towards empowering students with the necessary skills to excel in sales and related fields. The contributions of the ICICI Foundation demonstrate their continued commitment to supporting education and skill development in India, and the lab will play a crucial role in enhancing the students' abilities and preparing them for professional success.

The event concluded with a vote of thanks, expressing gratitude to all the dignitaries and participants for their invaluable support and contributions.

నమస్తే తెలంగాణ

వైపుణ్య శిక్షణతో విద్యార్థుల్లో ఆత్మవిశ్వాసం



ఎస్సీ కాలేజీలో వైపుణ్య శిక్షణ కేంద్రాన్ని ప్రారంభించిన ఐసీఐసీఐ అధికారులు

బస్సెలాల్పేట్, సెప్టెంబర్ 13: చదువుతో పాటు వైపుణ్య శిక్షణ పొందిన వారికి అనేక ఉద్యోగ అవకాశాలు లభిస్తాయని ఐసీఐసీఐ ఫౌండేషన్ ప్రతినిధులు అన్నారు. పద్మారావు నగర్లోని సర్దార్ పటేల్ కళాశాలలో శుక్ర వారం ఐసీఐసీఐ ఫౌండేషన్ సెల్లింగ్ స్కీల్స్ ల్యాబ్ను ప్రారంభించారు. ప్రిన్సిపాల్ ఎన్.హేమలత మాట్లాడుతూ డిగ్రీ ఫైనల్ విద్యార్థులకు ఉచితంగా వైపుణ్య శిక్షణ ఇవ్వడానికి సామాజిక బాధ్యతలో భాగంగా ఐసీఐసీఐ సంస్థ 41 కంప్యూటర్లతో ల్యాబ్

ఏర్పాటు చేసిందన్నారు. కార్యక్రమంలో ఐసీఐసీఐ ఫౌండేషన్ జోనల్ హెడ్ ఆసిఫ్ ఇక్బాల్, జోనల్ రిజిస్ట్రార్ హెడ్ రాజీవ్ చూది రెడ్డి, ఐసీఐసీఐ బ్యాంక్ టాస్కి హెడ్ పి.శివ, రీజినల్ టాస్కి హెడ్ టి.శరత్, ఫౌండేషన్ ప్రాజెక్ట్ మేనేజర్ పి.సైమన్రాజ్, కళాశాల కార్యదర్శి జీవీ రంగారెడ్డి, కోశాధికారి సీతేశ్రీనివాసరావు, ఓజీఎ అధ్యక్షుడు ప్రాఫెసర్ గోపాలచారి, ఎగ్జిబిషన్ సొసైటీ బి.నత్యేందర్, కళాశాల వైస్చీఫ్ ప్రిన్సిపాల్ అమర్నాథ్శర్మ, పరిపాలన అధికారి రామూల్ పాల్గొన్నారు.



REPORT ON ICICI FOUNDATION'S SELLING SKILLS COURSE

ICICI Foundation contributed to the setting up of Selling skills lab for which 41 computers and UPS, 50 chairs, tables, projector and screen and 3 Air Conditioners were donated. The complete Lab was inaugurated on 13-09-2024. The dignitaries for the occasion were ICICI Foundation Zonal Heads and Project Members accompanied by our Management, OGA members and Exhibition Society members.

ICICI Foundation trained 13 of our faculties for conducting the program. A comprehensive 72-hour @ 1 Hour daily post lunch training program designed to enhance soft skills, financial knowledge and digital literacy.

Program Highlights:

ICICI Foundation's Selling Skills course was conducted for final-year students, divided into 13 batches of 39 students each, totalling 507 participants.

The program aimed to enhance Students employability by focusing on essential soft skills required in corporate and sales roles.

Key areas of training included body language, email writing, and corporate etiquette, which are vital for professional communication and interaction.

The curriculum was designed to address the specific needs of students transitioning to the corporate world. It emphasized practical learning through role-plays, group discussions, and real-world scenarios.

Students were trained on building confidence, maintaining professional decorum, and developing customer engagement strategies. These sessions aimed to bridge the gap between academic knowledge and industry expectations.

