

immersion INDIA™



WELCOME

Immersion India is rapidly changing the experiential learning landscape in India. In 3 years of operations, we have evolved into being a forefront service provider in providing high impact learning programs for visiting students from across the globe. Our vast Industry connect and Academic experience have helped us continuously evolve and offer learning programs that are up to date and industry relevant in the ever-changing business landscape.

In response to the current times and the disruption caused to our daily lives, we believe that learning must continue. The global learning community is meant to connect and we are stronger together. But separated, we are more united than ever.

Immersion India's Virtual learning Experiences are meant to exactly do that - Keep us connected!

These learning sessions are designed to orient you to the many resources and learning opportunities that India has to offer. Use this study material to maximize your learning outcomes and have a positive impact on your career, peers and the global learning community.

Our virtual programs are lively and adaptable, customized to enhance your learning. Our array of India specific thematic topics and case studies are designed to simulate a real time learning experience

HAPPY LEARNING!

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PROGRAM DELIVERY

- Live Interactive Sessions including Q&A
- Topics covered for a duration of 75 Mins including Q&A
- Customisable based on requirements
- Areas covered :
Business, Technology, Engineering, Politics, Sustainability, Religious studies, Social Enterprises, Gandhi Studies



**CASE STUDIES
– PROBLEM SOLVING**

**INTERACTIVE
DISCUSSIONS**

LECTURE SESSIONS

**BUSINESS EXECUTIVE
PRESENTATIONS**

Q & A



**VIRTUAL
SESSIONS**

Discussion Topic 1

Track: General

Duration – 75 mins
(Includes Q & A – 15 mins)

INTRODUCTION TO INDIA

Discussion Topics:

Immersion India Introduction – India topography and landscape – Indian Education system - Key Growth drivers of the economy – Industry landscape – Cultural stereotypes – Language, Religion and politics – Bollywood.

Instructor Profile

- Immersion India Leadership

Additional Resources:

- Video



- Slides



Discussion Topic 2
Track: Healthcare

Duration – 90 mins
(Includes Q & A – 15 mins)

PRIMARY HEALTHCARE IN INDIA – EVOLUTION AND CHALLENGES

Primary healthcare is a vital strategy which remains the backbone of health service delivery. Primary healthcare is the day-to-day care needed to protect, maintain, or restore our health. For most people, it is both their first point of contact with the healthcare system and their most frequently used health service. In last 6 decades of independence, India has seen much improvement in primary healthcare services, infrastructure, and related healthcare indices of the country. Still many challenges are ahead to achieve health for all.

Discussion Topics:

Evolution & review on primary healthcare – strengths and weaknesses to face current and future challenges - Covid 19 – India's preparedness and response

Instructor Profile

- Medical Practitioners / Hospital Management / Policy Makers

Additional Resources:

- Video 
- Slides 

Discussion Topic 3

Track: Business and Management

Duration – 75 mins
(Includes Q & A – 15 mins)

PEOPLE FACTOR

India is the Fastest Growing Economy in the World. So Talent Demand is High. With a population of over 1.3 billion people and a workforce of over 422 million Human Resources Management in India is undoubtedly one of the critical functions of any organisation as it deals with a most important asset of an organization – “Talent”. HR professionals have started focussing on reasoning and learning the business; connecting and communicating with the employees, and collaborating with the stakeholders. The crucial role of HR today is to give employees an excellent company narrative to drive ethics, innovation and inclusive leadership culture at the workplace to ensure that each employee lives this culture every single day.

Discussion Topics:

People Management– An Indian perspective

Instructor Profile

- Senior HR Professional from Corporate

Additional Resources:

- Video 
- Slides 

Discussion Topic 4
Track: Business and Society

Duration – 75 mins
(Includes Q & A – 15 mins)

CORPORATE SOCIAL RESPONSIBILITY(CSR) IN INDIA – AN OVERVIEW

India is the first country in the world to make corporate social responsibility (CSR) mandatory, following an amendment to the Companies Act in 2014. Businesses can invest their profits in areas such as education, poverty, gender equality, and hunger as part of any CSR compliance. Since the applicability of mandatory CSR provision in 2014, CSR spending by corporate India has increased significantly. In 2018, companies spent over US\$1 billion to CSR initiatives and this number is only expected to swell in the years to come.

Discussion Topics:

Understanding Corporate Social Responsibility – Development of CSR in India – CSR and its impact on the society – Introduction to Mindtree Foundation – Overview of activities under Mindtree Foundation

Instructor Profile

- CSR Head of an India based Company

Additional Resources:

- Video



- Slides



Discussion Topic 5
Track: Business & Finance

Duration – 75 mins
(Includes Q & A – 15 mins)

MICROFINANCE – THE CRUCIAL LINK IN INDIA'S INCLUSIVENESS

Microfinance in India is more than just an economic tool, often representing the empowerment of historically marginalized and financially dependent communities.

To break financial shackles, marginalised groups in rural areas traditionally formed self-help groups, where resources were pooled and distributed to those in need. The government made the decision to link these groups to banks and other financial institutions, a scheme that was developed by the National Bank for Agriculture and Rural Development. Under the scheme, small, easy-access loans are provided to segments that are conventionally deemed ineligible for credit. This was seen as a desirable alternative to other financing means such as the spread of commercial banks to rural areas and the simplification of lending procedures for rural financial institutions. The biggest target group involved in the world of microfinance is women in rural areas, who are otherwise oppressed. A staggering 99% of the beneficiaries of microfinance are women in India. This has helped bring financial inclusion to millions of rural families.

Discussion Topics:

Introduction to Microfinance in india – Financial Inclusion – Social Reach – Women Empowerment

Instructor Profile

- Financial Expert / Academician

Additional Resources:

- Video 
- Slides 

Discussion Topic 6
Track: Business & Entrepreneurship

Duration – 90 mins
(Includes Q & A – 15 mins)

START UP'S & NEW AGE INNOVATION

India cater's to the aspirations of a billion people. Existing frameworks can prove to be inadequate and there is a great need to leverage a billion minds and become a global power. Startups and entrepreneurship are the best way forward in becoming a knowledge superpower. In recent years, the Indian startup ecosystem has really taken off and come into its own—driven by factors such as massive funding, consolidation activities, evolving technology and an burgeoning domestic market, a home to a new breed of young startups, has clearly evolved to become the third largest base of technology startups in the world.

Discussion Topics:

Start-up India – the next big theme for economic growth – Current regulatory environment and initiatives – Funding and angel investors.

Instructor Profile

- Entrepreneurs / Venture Capitalists

Additional Resources:

- Video



- Slides



Discussion Topic 7

Track: Business & Entrepreneurship / Sustainable Energy

Duration – 75 mins

(Includes Q & A – 15 mins)

SOCIAL ENTERPRISE = IMPACT + BUSINESS SUCCESS

In the past decade, India has witnessed considerable growth in its social enterprise activity. The number and quality of innovative ideas and business plans has improved due to growing awareness, support, and quality training and workshops available for social entrepreneurs and social enterprise leaders. The social enterprise ecosystem has evolved with support organisations providing direct, indirect, financial, and advisory assistance to social enterprises. Despite the developing ecosystem and valued potential of the sector, the literature on social enterprises in India is small. Given the growth over the past decade, the Indian social enterprise ecosystem is only expected to grow exponentially with a wide and growing range of domestic and international investors and support organisations that are beginning to understand its relevance.

Discussion Topics:

Introduction to Social Enterprises in India – Social Enterprises and its Business Impact – Social Enterprises and Society - SELCO's impact

Instructor Profile

- Social Entrepreneur

Discussion Topic 8
Track: Energy & Sustainability

Duration – 75 mins
(Includes Q & A – 15 mins)

CLIMATE CHANGE & SUSTAINABILITY

Is India a Solution to the Problem or a Problem to the Solution?

India is the fourth largest energy consumer in the world, all set to overtake China in the next decade if the global energy consumption growth is to be believed. However, India ranks the lowest in the per-capita consumption of electricity, thus making energy paucity, a raging challenge. Governments both past and present proposed an ambitious energy revolution, but still have been unable to improve the energy crisis. There have been systematic efforts to develop the prospects and measure growth of deriving energy from various non-conventional sources such as Solar, Wind, Hydroelectricity; various alternative energy sources such as Nuclear Energy, Biogas and Natural Gas. For India, a large country both populated and poor, to develop in an environmentally sustainable manner is not an option but a requirement.

Discussion Topics:

Sustainable Energy in India.- Future trends of development of Sustainable Energy in India - Policy initiatives to develop sustainable energy in India – Case study on Cochin International Airport (Worlds First Solar powered Airport)

Instructor Profile

- Senior Leadership from Cochin Airport / Environmentalists



Discussion Topic 9
Track: Economics

Duration – 75 mins
(Includes Q & A – 15 mins)

GLOBAL ECONOMIC OUTLOOK

The coronavirus pandemic could cost the global economy between \$5.8tn. The spread of Covid-19 continues to paralyze economic activity around the world.

Many emerging and developing economies were already experiencing weaker growth before this crisis; the shock of COVID-19 now makes the challenges these economies face even harder.

In the face of this disquieting outlook, the immediate priority for policymakers is to address the health crisis and contain short-term economic damage. Over the longer term, authorities need to undertake comprehensive reform programs to improve the fundamental drivers of economic growth once the crisis lifts.

Discussion Topics:

Impact on the global economy – short term and long-term mitigation measures – sustaining economic activity – achieving a robust global recovery – global coordination and cooperation – International trade.

Instructor Profile

- Economist

Additional Resources:

- Video 
- Slides 

Discussion Topic 10
Track: Business and Management

Duration – 75 mins
(Includes Q & A – 15 mins)

NGOs IN INDIA – IMPACT

The term NGO or a non-governmental organization was first coined in 1950 by the United Nations. These organizations are created to take care of and manage social issues.

An NGO supports and helps people in sustaining their legal rights and power in a society. It is managed by the funds and resources from various sources like government, funding agencies, supporting communities, and certain business groups to provide development, distribution of food, clothes, medicines, etc; and all the necessities of a human being. NGOs on the very rootwork to improve human life and civilization.

Discussion Topics:

Understand NGOs in India – Issues addressed in India – Corporate support – Future of NGO's in India
– Success stories

Instructor Profile

- NGO Leaders

Additional Resources:

- Video



- Slides





Discussion Topic 11
Track: Leadership & Business

Duration – 75 mins
(Includes Q & A – 15 mins)

LEADERSHIP & MAHATMA GANDHI

Mohandas Karamchand Gandhi is widely recognized as one of the twentieth century's greatest political and spiritual leaders. Honoured in India as the father of the nation, he pioneered and practiced the principle of Satyagraha—resistance to tyranny through mass nonviolent civil disobedience.

Gandhi established the acknowledgment by leading through example, he established himself as a slave of the people of India, empowering the general public. He made it his policy to practice what he preached, even the small things like spinning yarn to make his clothes. He resorted to simple and poor living, just like millions in the country, hence people looked at Gandhi as one of their own, they could see their own sufferings in him.

Discussion Topics:

Introduction to Mahatma – Gandhi's leadership, impact and influence – Present day relevance of Gandhi's leadership style

Instructor Profile

- Gandhi Research Fellow from Gandhi Bhavan

Additional Resources:

- Video 
- Slides 

Discussion Topic 12
Track: Technology & Innovation

Duration – 75 mins
(Includes Q & A – 15 mins)

TECHNOLOGY

India is considered the hub of Information Technology developments and has shown and diligently followed some notable technology trends. Indian companies in the deep tech space are making significant leaps in innovation. Whether it is affordable smartphones or life-saving medical devices, Indian tech innovations are increasingly changing lives in South Asia.

Discussion Topics:

Connect with India's tech revolution stakeholders, policymakers, educators and innovators. Understand how India positions itself uniquely in the technology map.

Instructor Profile

- CTO's from Leading Tech Companies

Additional Resources:

- Video



- Slides



Discussion Topic 13
Track: Engineering

Duration – 75 mins
(Includes Q & A – 15 mins)

MAKE IN INDIA (Engineering & Manufacturing)

The engineering sector, being closely associated with the manufacturing and infrastructure sectors, is of strategic importance to India's economy. The engineering sector in India attracts immense interest from foreign players as it enjoys a comparative advantage in terms of manufacturing costs, technology and innovation. India's engineering R&D market is expected to increase to US\$ 42 billion by FY22F.

Discussion Topics:

Engage with engineering heads in manufacturing companies, policy makers to understand how India may regain its position as one of the world's most important manufacturing centers.

Instructor Profile

- Corporate Executives / Policy Makers / Bureaucrats

Additional Resources:

- Video



- Slides



Discussion Topic 14
Track: Religion & Culture

Duration – 75 mins
(Includes Q & A – 15 mins)

RELIGIOUS STUDIES

- There is perhaps no country in the world other than India with its unique multi-faith population.
- Religion has historically influenced Indian society. There is a sense of pride associated with the country's rich religious history as the traditions of Hinduism, Buddhism, Sikhism, and Jainism all emerged out of India. Indian society is pluralistic. The role of religion is very important in a tradition-bound society like India.

Discussion Topics:

Study the role and impact on a political, cultural, and economic level. Learn amazing scientific reasons behind some of the Hindu traditions & Rituals.

Instructor Profile

- Academicians / Historians / Religious Leaders

Additional Resources:

- Video 
- Slides 

Discussion Topic 15
Track: Geo Politics & Trade

Duration – 75 mins
(Includes Q & A – 15 mins)

INDIA & SOUTH ASIA

The nature and dynamics of South Asian geopolitics are undergoing a radical transformation. India has used different bilateral and multilateral strategies to pursue a regional leadership role in South Asia, and China has concentrated on bilateral relations rather than on multilateral structures. South Asia is today at an inflection point with far-reaching implications for the states in the region, and for India in particular. These factors are all set to fundamentally reconfigure the geopolitics of South Asia

Discussion Topics:

Interdisciplinary and comprehensive understanding of the rapidly changing society and culture in India and South Asia. Understand demographic and geopolitical significance.

Instructor Profile

- Editorial Journalists from Leading Media Houses

Additional Resources:

- Video 
- Slides 

OUR LINKAGES

INDUSTRY



& more

BENEFITS

Students

- Orient you to the many resources and learning opportunities that India has to offer.
- Maximize your learning outcomes and have a positive impact on your career.
- Foundation for your next study abroad trip to India.

Faculty & Study Abroad Team

- Learning opportunities from India while staying local.
- Thematic India specific topics and Industry connects.
- Virtual programs offered for free, if signed up for future study abroad programs to India.



PRICING

Inclusions

- Expert Instructor cost
- Course Materials – Slide deck, supporting reading materials, webinar recording.
- Option to customise

Pricing

- *Standard Rate* –
Choose any 5 topics. – USD 1495 (for a group)
Group Size - Unlimited Users

Option 1

Virtual learning programs for free. Sign up now with Immersion India for a future study abroad trip to India and get access to the Virtual programs free of charge.

We offer you flexible dates and fixed pricing for travel up till 31st Dec 2023.

Option 2

Enroll now for virtual programs with Immersion India and get a 15% discount for future study abroad trips to India for travel upto 31st December 2023.

FAQ

Q How do I enroll and register?

A Our courses are structured and delivered based on course and faculty requirements. If you are a student, please share the information to your faculty or study abroad office to undertake the courses. If you are a faculty or a staff at the study abroad office please send us an email to virtual@immersionindia.com or select the topics from the website and click on learn more.

Q How are the courses delivered?

A Our programs are live and interactive. At the end of each session, resource materials used would be provided.

Q Can the courses be customised?

A We match each session to the university / Course / faculty requirement. The thematic topics provided are for guidance and understanding. We can adapt based on your needs.

Q Any minimum batch size required to undertake the program?

A No minimum batch size requirement.

Q Will time zone difference be factored?

A India is almost 10 – 12 hours ahead of US time zones. All sessions will be planned to match the US class timing

Q Would there be any advantage for future travel while taking the virtual program?

A The study abroad office / faculty will be eligible for a one time discount of 15% on their future trip to India with a group.

CONTACT US

The virtual learning programs by Immersion India is curated and designed just for you and your students. If you are interested in discussing our programs for your students, please get in touch with us and we will be happy to assist you.

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