

CULTURE BUILDING & IMPACTFUL ROI-DRIVEN TRAININGS BY

BE.ARTSY



about us

Be.artsy equips organisations to turn culture into a competitive edge through learning programs that drive retention, performance, inclusion, and revenue.

Our programs go beyond skill-building; they shape behaviour, strengthen culture, and align teams with the company's vision.



HARVARD
UNIVERSITY



**SCAN ME FOR
HARVARD CASE STUDY
ON BE.ARSTY**



the be.artsy impact



PROFESSIONALS
EQUIPPED

500000+



CITIES
TOUCHED

105+



SUBJECT MATTER
EXPERTS

12



BE.ARTSY TRAINERS
EMPANELLED

120



SESSIONS
DELIVERED

5000+



MULTILINGUAL
CONTENT & TRAINERS

15+



450+ companies IMPACTED ACROSS 48+ industries

Apparel

Army Units

Automobile

Aviation

Beverage Companies

Cement

Chemicals

Construction

Consulting

Co-Working

Cyber Security

Depositories

Educational Institutes

Electrical

Electric Vehicles

Energy

Entertainment Providers

Event Services

Financial Services

Fintech

FMCG

Footwear

Global Capability Centre

Group Company

Hospitality

Insurance

International Affairs

Information Technology

Logistics

Manufacturing

Media Agencies

Media Houses

Mining

Mobile Manufacturers

MSME

Mutual Fund

NGO

Pharma

Police Departments

PR Agencies

State Governments

Solar Energy

Software

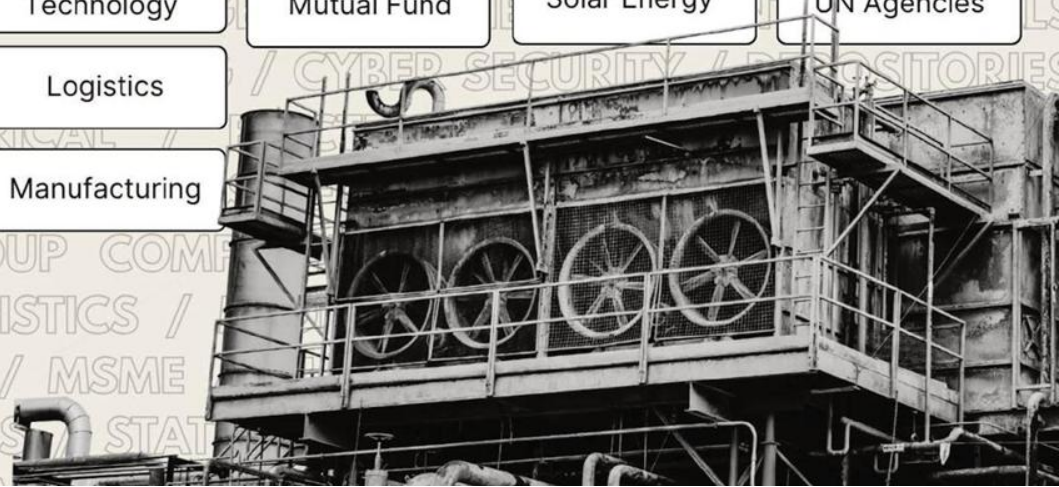
Steel

Stock Exchanges

Training Companies

Telecom

UN Agencies

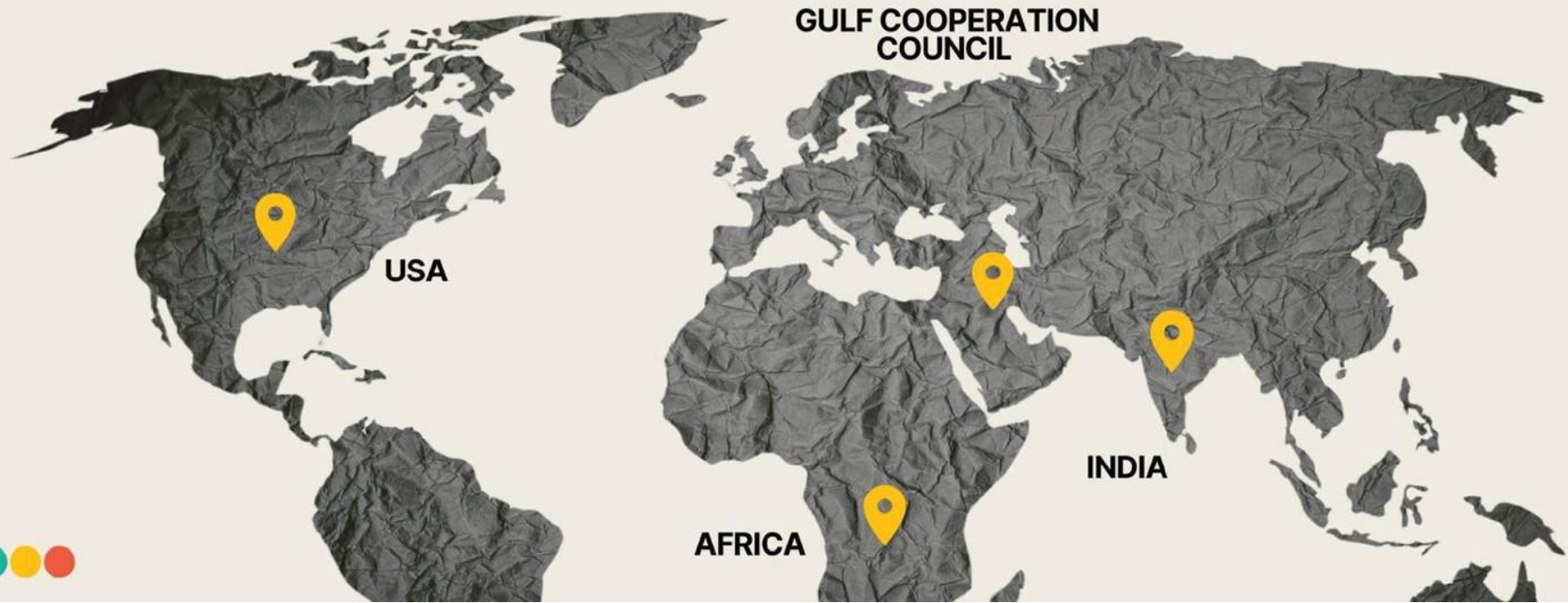


leading clients

 NSE		 ICICI Lombard	 PEPSICO
 ARISE INTEGRATED INDUSTRIAL PLATFORMS	TATA COFFEE	 ClubMahindra	 asianpaints
 PERFETTI <i>van Melle</i>	 airtel	adani Solar	
accenture	 AIR INDIA	 Reckitt Benckiser	



global training experience



media coverage

PRINT MEDIA (INDIA)

Forbes	Business India	THE TIMES OF INDIA	Hindustan Times
THE HINDU	Outlook MONEY	The Indian EXPRESS	Central Chronicle
दिव्य भास्कर	TOI	the pioneer	

ONLINE

the better india	YOURSTORY	HER STORY	Entrepreneur INDIA
mint	dailyhunt	Business Today	BHASKAR LIVE bhaskarlive.in

INTERNATIONAL MEDIA

BBC NEWS	DW Deutsche Welle
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RADIO, TV & AUTHORED ARTICLES

98.3 FM RADIO MIRCHI 75% Rock!	94.3 MY FM 94.3 MY FM (94.3 MY FM)	vishwas
THE TIMES OF INDIA	R.भारत	TIMES NOW



HOW



sells stories, not shoes

GUCCI

sells luxury, not bags



Red Bull

sells thrills, not drinks

LIKEWISE

Be.artsy

**BUILDS LEADERS,
NOT JUST DECKS**





be.artsy three proprietary approaches

1

the 7P approach

TO BUILD CULTURE



purpose

EVERY PROGRAM HAS A BUSINESS AND A HUMAN GOAL



people

USE REAL USERS INPUTS TO KNOW WHAT THEY REALLY NEED.



problem

INTERNAL SURVEYS ARE DIRECT, WE DIG DEEP TO FIND THE ROOT PROBLEMS.



process

WE USE EXPERIENTIAL TOOLS. OUR TRAININGS MOVE MIND AND HEART



proof

WE TRACK BEHAVIOUR CHANGE, LEARNER FEEDBACK AND BUSINESS IMPACT.



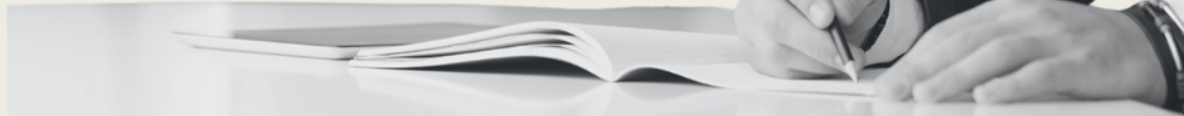
product

OUR TTT SOLUTION MAKES THE TRAININGS SCALEABLE WITHOUT LOSING QUALITY.



profit

OUR TRAININGS TIE BACK TO PROFITABILITY DIRECTLY OR INDIRECTLY.



awareness

This is the starting point, called the **Kickstarter Program.**

Its objective is to create an "Oh, I didn't know!" moment.

sensitisation

This is where deeper engagement begins, known as the **Mind-Shift Program.**

Participants start thinking, "I must act."

consciousness

This is where learning turns into intentional action, known as the **Learning Journey Program.** Its objective is to help participants say, "I choose to act."



READ MORE



communication design approach

SEVEN PILLARS ARE EMBEDDED INTO EVERY LEARNING EXPERIENCE - SO CONTENT DOESN'T FEEL LIKE A MANDATE, BUT RATHER FEELS RELEVANT, ENGAGING, AND DRIVEN BY CURIOSITY.

VISIONARY
LEADER



URGENCY



COLLECTIVE
IDENTITY



EMOTIONAL
NARRATIVE



TECHNOLOGY



SIMPLE
MESSAGE



TRIGGER
POINT



Be.artsy's campaign style

content development uses the
7 Pillars of communication to
drive deeper understanding
and *long-term impact*.

**IT'S
NOT
OK**

A Be.artsy Proprietary POSH/
Bias Training Campaign
featured in Forbes India with
Be.artsy's founder, Shikha
Mittal, as a Trailblazer

INDIA
Forbes



SCAN TO READ
FORBES INDIA ARTICLE



**"IT'S NOT OKAY
TO STAY VICTIM.
SPEAK OUT
WHenever IT
[HARASSMENT]
HAPPENS. AT THAT
MOMENT, AT
THAT TIME."**

**SHIKHA MITTAL, FOUNDER,
BE. ARTSY**

with her troubled past. A streak of sexual harassment incidents still haunted her. "I was running away from the ghost. But I forgot that the best way to fight it is to confront it head-on," she recounts, adding that a street play on *kachra* (garbage) became a turning point in her life.

DUMP THE 'GARBAGE'

In 2010, Mittal chanced upon a street play by the dramatics society of the Hindu College in North Delhi. Though it was themed around sanitation awareness, Mittal realised that the garbage in her life—sexual harassment—needed to be done away with too. "The only way I could do this was to create awareness against sexual harassment among corporates by using art as a weapon," she recounts.

Be.artsy was rolled out in October 2010. Over eight years into the venture, Mittal is set to close the 2019 March-ending fiscal with revenue of over ₹1 crore, and counts PepsiCo, Amex, Vodafone, British Telecom and Tata Coffee among clients.

The journey, though, has not been easy, largely for two reasons. One, few companies spoke about sexual harassment, and victims rarely came out. Two, it was a tough task to



be.artsy learning programs



Self-Development, Life Skills & Well-Being programs

CAMPUS TO CORPORATE
CRITICAL CONVERSATIONS
EFFECTIVE COMMUNICATION
EMOTIONAL INTELLIGENCE
FINANCIAL LITERACY | BE YOUR OWN LAKSHMI
MENTAL HEALTH AWARENESS
RESPECT AT WORK
STRESS MANAGEMENT & RESILIENCE
TIME MANAGEMENT & PRODUCTIVITY

Workplace Culture & Performance programs

COMPANY VISION & MISSION ALIGNMENT
CONFLICT RESOLUTION AT WORK
COMPETENCY BUILDING
INTERNAL COMMUNICATION
FOR HR & L&D
SALES CAPABILITY BUILDING



People Management & Leadership Skills programs

INCLUSIVE LEADERSHIP

LEADERSHIP DEVELOPEMENT

MANAGERIAL SKILLS FOR NEW &
MID-LEVEL MANAGERS

WOMEN IN LEADERSHIP

WORKING ACROSS GENERATIONS

Diversity, Equity, Inclusion & Belonging (DEIB) programs

CULTURAL SENSITIVITY

DIVERSITY, EQUITY & INCLUSION (DEI)

DISABILITY (PWD) INCLUSION

GENDER SENSITISATION

LGBTQ+ (PRIDE)
INCLUSION

UNCONSCIOUS
BIAS TRAINING



Workplace Safety, Compliance & Ethics programs

POSH (PREVENTION OF SEXUAL
HARASSMENT) – LEGAL + BEHAVIOURAL

PSYCHOLOGICAL SAFETY AT WORK

ROAD SAFETY PROGRAMS

WHISTLEBLOWER AWARENESS

WORKPLACE ETHICS & VALUES

Stakeholder Awareness and Engagements programs

AUTISM AWARENESS

AIDS AWARENESS

FRAUD AWARENESS

FEMALE FOETICIDE
AWARENESS

GOVERNMENT SCHEMES
AWARENESS

POWER THEFT
AWARENESS



data that reflects our promise

Participants consistently rate our trainers between 3.8 and 4.8 out of 5. Our content and delivery? Scoring 4.2 to 4.6 out of 5, every time. Even the hesitant learners leave with high-impact takeaways



what sets us apart

We don't just tick compliance boxes, we connect meaningfully with participants, especially those on the shop floor.





the be.artsy advantage

We design learning journeys that leave
leaders transformed, not just trained.



**For culture building, learning
and development programs and
other business inquiries, write
to Be.artsy's Growth Manager.**

ADARSH@BE-ARTSY.COM



SCAN FOR OUR
WEBSITE

Be.artsy
AWARENESS
● ● ● EXPERTS

