

Be.artsy

AWARENESS
●●● EXPERTS

Learning and
Development Services

True learning begins when we are
aware of what we don't know.
- John Dewey

WHO WE ARE

Be.artsy is a full-service Learning and Development enterprise since 2010. Our programs follow a three-step framework: awareness, sensitization, and consciousness. We've earned a strong reputation as top training and awareness experts among 400+ clients.

WHAT WE DO

Be.artsy designs learning and development programs, raises awareness on burning issues for workplaces, communities, not-for-profit, CSR departments, state governments, UN Agencies and all other kinds of organisations.

WHEN TO ENGAGE BE.ARTSY?

Let Be.artsy bridge the communication gap between your organization and stakeholders on crucial and sensitive subjects impacting business profitability.

OUR USP

- Learning programs and content is customised to organisational needs and is available in **14+ vernacular languages**.
- Be.artsy has reached over half a million individuals, covering 80% of India, through **4000+ learning & development and awareness programs**.
- Be.artsy boasts nationwide learning and development project execution capabilities, backed by **120+ empaneled domain experts** in Financial Literacy, **Diversity, Equity and Inclusion, Prevention of Sexual Harassment, Company's Vision+Mission+Values, Addressing Biases, Mental Health, Road Safety, Emotional Intelligence** and more.
- Be.artsy offers comprehensive "**Train-the-Trainer**" programs covering diverse workplace topics, utilizing adult learning principles and innovative art-based methodologies.
- India's **first professional Street Theatre service providers since 2010** with **800+ empaneled actors** spread across **22 states**.
- Be.artsy's **Videography, Photography, and Film-making** department delivers **production-house-level quality**.
- We provide **customised training solutions for all target groups** like leaders, Individual contributors, middle managers and other business stakeholders.
- We simplify jargon and deliver **easy-to-consume content**.
- We offer **measurable**, both tangible (**on-ground/live**) and intangible (**digital**), training and awareness solutions.
- We put people before profits; therefore, our on-ground awareness programs **do not promote products** unless they genuinely benefit people.

TRAINING AND AWARENESS PROGRAMS ARE AVAILABLE FOR YOUR



Employees



Distributors



CSR Stakeholders



Vendor Partners



Direct Customers



Indirect Customers

TRAINING PROGRAMS FOR INTERNAL STAKEHOLDERS

Prevention of
Sexual Harassment

IC POSH Training

IC Legal Training

Bias Training

Diversity, Equity & Inclusion

Emotional
Intelligence

Mental
Health

Psychological
Safety

Financial Literacy (Tax, Insurance and Investment)

Company Ethics, Values, Vision, Mission

Critical
Conversations

Sales
Training

Leadership
Training

Effective
Managerial Skills

AWARENESS PROGRAMS FOR EXTERNAL STAKEHOLDERS

Financial Literacy
(Tax/ Insurance / Investments)

Prevention of
Sexual Harassment

Road Safety

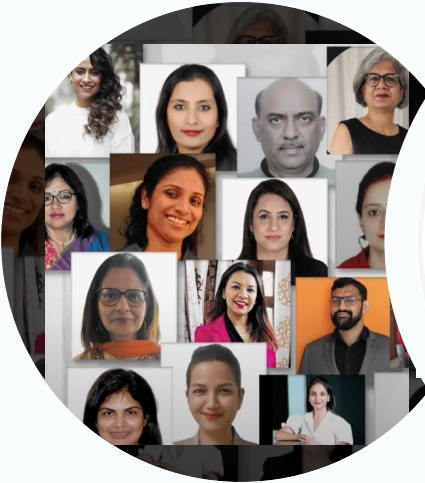
Safety at Workplace

Fraud
Awareness

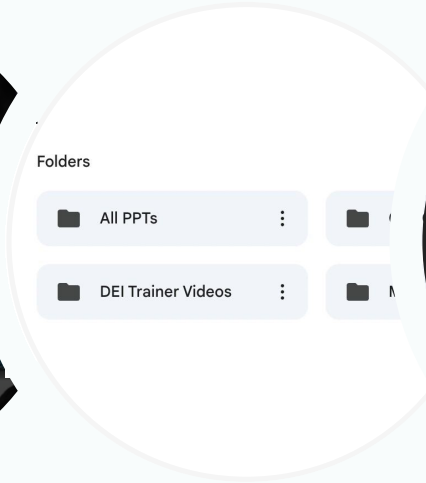
Gender
Equality

Women
Empowerment

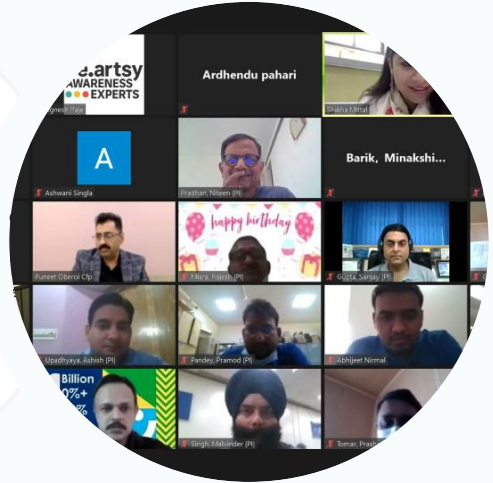
OUR METHODOLOGY



**Domain Expert
In-person Training**



Training Content



**Domain Expert
Online Training**



Train The Trainer



Video/Movie Making



Street Theatre

OUR METHODOLOGY



Comic



Photography



Standee Design



Poster Design
































Digital Content



Pre and Post Survey

OUR CLIENTELE



We have worked with **400+ companies** covering **36 industries** and growing...

 	 	 	
Apparel	Army Units	Automobile	
 	 	 	
Aviation	Beverage Companies	Cement	
 	 	 	
Chemicals	Construction	Consulting	
 		  	
Co-Working	Cyber Security	Electrical	Electric Vehicles
 	 	 	
Energy	Fintech	FMCG	



	
Footwear	

	
Group Company	

	
Hospitality	

	
IT	

	
Media Agencies	

	
Media Houses	


Mobile Manufacturers

	
MSME	


	
NGO	

	
Pharma	



	
Police Departments	

	
PR Agencies	

	
State Governments	


Solar Energy


Training Companies

	
Telecom	

		
Stock Exchanges		

		
Manufacturing		

		
Financial Services		

					
UN Agencies					

BE.ARTSY SERVICES



BE.ARTSY CONSULTING SERVICES

1. Needs Assessment and Analysis

- Understanding Client Needs
- Audience Analysis
- Defining Learning Objectives

2. Content Strategy and Development

- Content Strategy Development
- Content Audit and Analysis
- Custom Content Solutions

3. Program Performance and Stakeholder Collaboration

- Content and Training Program Performance Analysis
- Stakeholder Collaboration (Police, Local Municipal Corporations, Communities, and other stakeholders)

BE.ARTSY CONTENT SERVICES

1. Training Program Content

- Training Program Design
- Training Program scripting for facilitators
- Train the Trainer Content
- Train the Trainer facilitation scripting for trainer
- Train the Trainer Handbook

2. Awareness Program Content

- Awareness Program design
- Awareness Program scripting for facilitator
- Street Theatre scripting
- Role Play Scripting
- Video Scripting

3. Communication Content

- Poster Content
- Emailer Content
- Internal Communication Email Content
- Social Media Content
- Jingle and Anthem Script
- PR Content

4. Project Documentation

- Project Report Content
- Survey and Analysis Content

5. Regionalization Services

- Regionalization of all types of content

BE.ARTSY TRAINING AND AWARENESS PROGRAM SERVICES

1. Domain Expertise and Presentation Development

- Pan-India domain experts for all workplace topics
- Presentation Design and Development

2. Interactive Learning Methods

- Role Play
- Street Theatre (in 14 regional languages)

3. Visual and Multimedia Support

- Graphic design support (poster, emailer, standee backdrop)
- Videography
- Photography
- Voice-over
- Movie-making with in-house editing services

4. Evaluation and Reporting

- Analysis and Impact Report
- Project Report
- Pre and Post-Survey
- Participant Interviews
- Documentation

5. Technology Integration

- Content for the learning management system (LMS)

6. Branding and Promotion

- Public relations collaborations
- Branded Merchandise Design and Delivery

BE.ARTSY TRAIN THE TRAINER SERVICES

- 1. Pan-India Domain Experts:** Offering expertise in all workplace topics ensures that trainers receive comprehensive training relevant to their field.
- 2. Pan-India Theatre Technique Expertise:** This specialized expertise adds value by incorporating theatrical techniques into the training program, making it engaging and impactful.
- 3. Train the Trainer Program Design:** Designing the TTT program ensures that it meets the specific needs and objectives of the trainers, preparing them effectively for their role.
- 4. Train the Trainer Handbook Design:** Providing a handbook equips trainers with essential resources and reference materials to support their training activities.
- 5. Pre and Post Survey:** Conducting surveys before and after the training program helps assess trainers' knowledge, skills, and confidence levels, as well as the program's effectiveness.
- 6. Analysis and Impact Report:** Generating an analysis and impact report allows for the evaluation of the TTT program's outcomes and identifies areas for improvement or further development.

BE.ARTSY POLICY DRAFTING SERVICES

- 1. Code of Conduct/Ethics:** Defines expected behavior, ethical standards, and guidelines for employees.
- 2. Anti-Discrimination and Anti-Harassment including Sexual Harassment:** Prohibits discrimination and harassment based on protected characteristics.
- 3. Equal Employment Opportunity (EEO):** Ensures fair treatment and opportunities for all employees.
- 4. Workplace Health and Safety:** Establishes procedures for maintaining a safe and healthy work environment.
- 5. Leave and Time-Off:** Outlines types of leave available to employees and procedures for requesting time off.
- 6. Compensation and Benefits:** Describes employee compensation structure and benefits.
- 7. Attendance and Punctuality:** Sets expectations for attendance, punctuality, and reporting absences.
- 8. Confidentiality and Data Protection:** Protects sensitive company information and employee data.
- 9. Social Media and IT Acceptable Use:** Defines acceptable use of company technology and social media.
- 10. Employee Conduct and Discipline:** Outlines expectations for behavior and disciplinary procedures.
- 11. Remote Work or Telecommuting:** Establishes guidelines for remote work arrangements.
- 12. Training and Development:** Describes opportunities for employee training and career advancement.
- 13. Whistleblower:** Provides procedures for reporting misconduct while protecting whistleblowers.
- 14. Conflict of Interest:** Addresses situations where personal interests may conflict with professional responsibilities.
- 15. Sustainability and Environmental:** Demonstrates commitment to environmental stewardship and corporate social responsibility.

Be.artsy
AWARENESS
●●● **EXPERTS**



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