

📍 Bangalore

WELCOME TO

**Bada Business** Pvt. Ltd

An Initiative By Dr. Vivek Bindra

**EVERYTHING ABOUT ENTREPRENEURSHIP**

+91 6366442786 / 6366552786 / 6366448786

# INDIAN EDUCATION SYSTEM

**950 Universities**

**50,000 Colleges (Including 5500 B schools)**

**3.5 Cr. Students**

**88 Lac Graduates passing every year**

**93% Graduates are unemployed or under employed**

## ASSOCHAM Report 2017

**93 per cent MBA graduates are unemployable: Problems with management education in India**

Amidst the tens of thousands of management graduates churned out by the 5,500 B-schools in the country, only 7 per cent turn out to be employable, says a study conducted by ASSOCHAM. India Today delved into the causes behind such a dismal picture.



### RELATED STORIES

- [Course vs College: A reflective analysis](#)
- [List of top 8 Indian companies for internship in Public Relations \(PR\)](#)
- [10 Delhi University off-campus colleges which are equally worth it](#)
- [Confused about career choice? Check out these alternative career options!](#)



# BURNING PROBLEMS OF INSTITUTION

**EMPLOYABILITY**

**CREDIBILITY**

**PROFITABILITY**

# REASONS OF EMPLOYABILITY GAPS

**19<sup>th</sup> Century Content & Architecture**

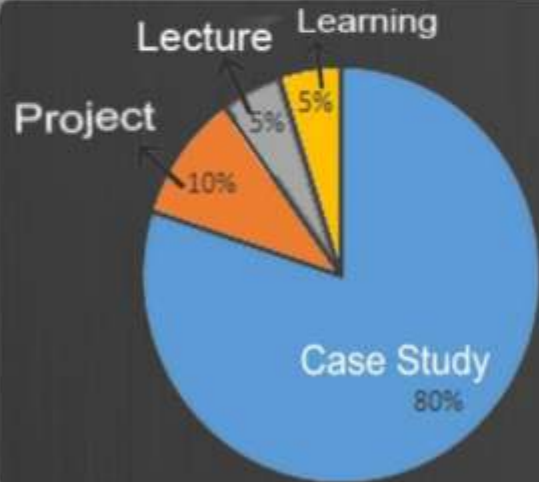
**20<sup>th</sup> Century Methodology**

**21<sup>st</sup> Century Student**

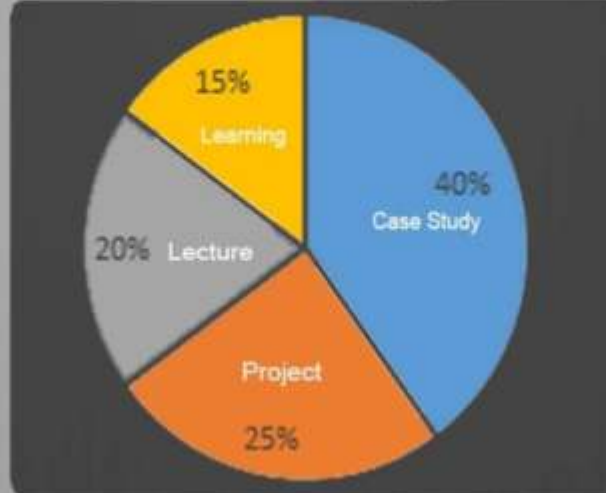
# TOP INTERNATIONAL UNIVERSITIES

## Learning Pattern

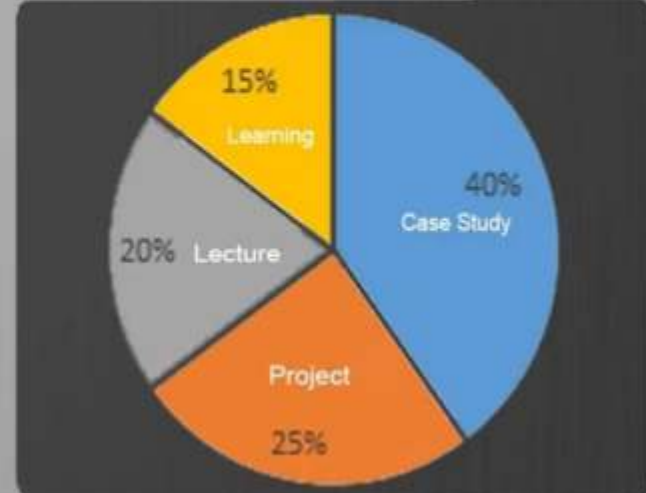
 **HARVARD**  
UNIVERSITY



 **Stanford**  
University



 **Wharton**  
UNIVERSITY of PENNSYLVANIA





# How White Label Alliance With Bada Business will help the College?

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**‘Distinctive Factor’ among other Colleges**

**Enhance Student Employability**

**Help in improving NAAC Rating for College**

**Reduce the burden of Marketing cost for Institution**

**Additional source of Revenue for college**

# The Distinctive Factor

## For the College

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**Experiential & Realistic Learning from Top Business Tycoons as Professor**

**Dual Qualification for Students  
(College Degree + 2 years certificate from Bada Business)**

**High Brand Recall of Institution with unique association of Dr. Vivek Bindra**

# Benefits of Association With Bada Business

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# Major Benefits to College

**Biggest Differentiator among competition with exclusive tie-up of Dr. Vivek Bindra to attract more students (Exclusive Student Orientation Seminar by Dr. Vivek Bindra at college Campus)**

**Additio al Source of Revenue for College**

**Improved Employability and huge branding leading to higher Creditability & brand recall**

**Reduce burden of placement as many students may opt entrepreneurial route as their career**

**Minimize the marketing cost via co-branding Print media support for your institution\*\* (as per benefit matrix)**

**Institution logo Branding on both websites besides in house & outdoor promotion**

**5 days EAE event with Dr. Bindra & Billionaire professors within the college campus\*\* (as per benefit matrix)**



# Core Benefits to Student

**Dual Qualification for students** (Degree from college & Certificate of Completion from Bada Business, that will **increase resume weightage & employability quotient BOTH**)

Additional Access to a unique **3 months 'Campus to Business' program** to be **industry-ready talent**

**Higher Employability** to compete in today's competitive global market place

Advantage of **special pricing for your students**

Integrated learning through **cutting edge, experiential Real World case studies & Scenarios by top business tycoons** who have built Billion Dollar businesses.



# 'Campus to Business' to develop 21<sup>st</sup> Century Skills

**How to start a  
'Start Up'**

**Communication**

**Critical  
Thinking**

**Integrity**

**Collaboration**

**Technology  
Literacy**

**Leadership**

**Flexibility**

**Persistence**

**Productivity /  
Efficiency**

**Networking**

**Innovation**

**Problem Solving**

**Social  
Responsibility**

**Strategy &  
Planning**

**Deep knowledge  
& expertise**

**Time Management**

**Self  
Confidence**

**Negotiation**

**Global Outlook  
& Thinking**

**Self Confidence**

**Interview  
Handling Skills**

**Winning Group  
Discussions**

**Ownership**



# ROBUST SUPPORT FROM BADA BUSINESS

Leverage the brand name, goodwill & recognition of Dr. Vivek Bindra on digital properties and outdoor marketing.

specialized content to **develop Entrepreneurial Mindset & Skills to nurture student to be Industry Ready**

**Provide Performance Dashboard** for each student to your institution

**Call Centre support to learners** for clarification /queries.

**BB Counselor visit to your institution** (once in each Semester)

**Conduct online assessment** to evaluate student performance

Customized need based Content with **Certificate of Completion (with integrated College Logo & branding)**



# WHAT MAKES US DIFFERENT

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THE FUTURE OF NEW  
**INDIA** WILL BE  
SHAPED HERE

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**We're  
Number  
One!**

**11.1 + Million Subscribers**

**58+ Cr. Viewership**

**Daily Addition  
Approx. 10,000 Subscribers  
Approx. 8 Lakh Daily Viewership**

**Most Subscribed Entrepreneurship Channel in the World**

**Highest Per Video Hit Rate of 1.3 Million amongst all Leading News Channels such as Aaj Tak, India TV, Zee Business and also international channels like BBC, CNN, Al Jazeera, New York Times etc**



# EXECUTIVE SUMMARY



- Bada Business is an Educational Training Platform Focused on Burning Problems of Entrepreneurs & Aspiring Entrepreneurs with an Aim to Empower Every Indian Businessman to Convert their Small Businesses into Big Businesses.
- We are Dedicated to Bridge the Education Infrastructure Gap via ready-made video solutions, engagement Forums. The Platform Enables, Instant Hand-Holding Solutions from One-Another & Consultants On-Board. While the article Section Provides insights for Decisions on Business.

# THE FACTS



**11.1 Million**  
**You Tube** Audience

Total Video Views in 2020:  
**44.2 M**

Average Watch Duration:  
**5.39 Mins**

**138 Countries**  
Audience Based

**2.1 Million**  
**facebook** Audience

Total Minutes of Videos Viewed in 2020:  
**307.4 Minutes**

Audience Engagement in 2020:  
**16.1 Million**

Major Followership:  
Delhi, Mumbai,  
Kolkata, Pune

# WE ARE WINNERS



**Bada Business**

REACHES OVER 80% OF TIER 2 & 3 CITIES, MORE THAN ANYOTHER CHANNEL

**No.1**  
Entrepreneurship Based  
**You Tube CHANNEL**  
In The World



# Values



**OUR VISION**

To empower every Indian entrepreneur to convert their small business into big business

**OUR MISSION**

To bridge the education infrastructure gap and make entrepreneurship and management education affordable

**OUR VALUES**

Customer Centric  
Continuous Learning  
Collaboration  
Transparency  
Integrity

# Our Offerings



## EVERYTHING ABOUT ENTREPRENEURSHIP:

- India's Only Entrepreneurship Development Program in Hindi.
- World's Most Affordable Entrepreneurship Training Program.
- Step by step video solution to business problems.
- 5 days live session with Dr. Vivek Bindra.
- 240 Most Powerful Videos, Reading Materials & Assessment to enhance business learning.
- Learn from the Industry leaders who have built Billion Dollar Businesses.

## PROBLEM SOLVING COURSES:

- Practical Solution & A Learning Experience To The Most Common, Frequent And Prominent Business Problems Faced By Entrepreneurs.
- You Step By Step Learning Strategies, Frameworks, And Action Plan focused on overcoming problems.
- Around Various Business Functions Like Business Finance, HR, Sales, Digital Marketing, Legal Etc.
- We aim to empower Entrepreneurs with solutions to their daily business problems to make grow their business.



# About the Founder and CEO

आदमी ज़िंदगी में  
उतना ही बड़ा  
कर सकता है,  
जितना बड़ा  
सोच सकता है!



## Vision

To Empower Indian Entrepreneur  
To Convert their Small Business  
into Bada Business

## Mission

To Bridge the Education Infrastructure Gap and Make  
Entrepreneurship and Management Education  
**Affordable- Accessible Available**

**Values**

**We Add Value to Your Life!**

**Collaboration**

**Customer  
Centricity**

**Respect for  
All**

**Integrity**

**Transparency**



# Bada Business Pvt. Ltd

An Initiative By Dr. Vivek Bindra

## 1500+ corporates trained so far





**Game changer of India Awards 2019 by The Economic Times**

**Bada Business** Pvt. Ltd  
An Initiative By Dr. Vivek Bindra



# Global Recogniton

**Bada Business** Pvt. Ltd  
An Initiative By Dr. Vivek Bindra



**Educational Entrepreneur of the Year 2019 by Leadership Federation**



**'Think Tank of Corporate Asia' by World Leadership Federation, Dubai.**

# 100+ Branches in India





# Our Products

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1

**Everything About Entrepreneurship  
(2 Years Management Program )**

2

**Problem Solving Courses  
(Short Term)**



## KEY TOPICS COVERED IN THE PROGRAMME



Sales



Marketing



Finance



Human Resource



Legal



Information  
Technology



Digital Marketing



Leadership



Product &  
Services



Retail



Execution



Strategy

## Unique Product Features

1

“Everything about Entrepreneurship is World’s Most Affordable Entrepreneur Education Program in HINDI”

2

5 Days life changing experience to meet ~~the~~ <sup>As</sup> no. 1 Business Trainer Dr. Vivek Bindra

3

Opportunity to learn from Billionaire Trainers across various businesses



4

## Opportunity to Learn the Most Award Winning Content

240 Premium, Exclusive and Publically Unavailable Problem Solving Videos

240 Supporting Articles and Reading Materials for Easy Implementation

240 MCQ Based Assessments to Track your Daily Progress

25 Strategy Frameworks from Globally Popular and Most Successful Leadership Funnel Program





# 100% Resolution to All Your Burning Problems



हिंदी

Hindi Language For  
Easy Understanding



Reading Material  
For Implementation



Engaging  
Animated Videos



Assessments For  
Implementation



Real Examples  
& Case Studies

# Our Distinguished Professors

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# EVERYTHING ABOUT ENTREPRENEURSHIP

## BILLIONAIRE PROFESSORS OF BADABUSINESS.COM

The BIGGEST and MOST SOUGHT AFTER names from India INC., the administration and thought leaders drive India's Growth Agenda through **Business Training**



Mr. Ridham Desai

Managing Director,  
Morgan Stanley India



Mr. Rajkumar Rao

Indian Film Actor



Mr. R S Sodhi

Managing Director,  
Arud



Mr. Ramesh Agarwal

Chairman,  
Agarwal Packers & Movers



Mr. Sajan Bhajenka

Chairman,  
CenturyPLY & Star Cement



Mr. R G Agarwal

Chairman,  
Dhaneka Agritech



Mr. R. Gopalakrishnan

Former Executive Director,  
Tata Sons Ltd.



Mr. Rajesh Sharma

Managing Director,  
Egami Global Ltd.



Mr. Radheshyam Dixit

Chairman,  
Aaruda Dairy



Mr. Ravi Saxena

MD & Co-Founder,  
Wander Chef



Mr. Sunil Kantoria

Vice Chairman,  
SREI Infra



Mr. Sanjay Gupta

Chairman,  
APL Apollo



Mr. Sumit Malhotra

Managing Director,  
Bajaj Consumer Care Ltd.



Shri. Sindhu Tai

Social Worker



Mr. Sanjiv Bajaj

Vice Chairman,  
Bajaj Capital



Mr. Sanjeev Kapoor

Indian Celebrity Chef



Mr. T.V. Mohandas Pai

Managing Director,  
Bajaj Corp Ltd.



Mr. Umesh Revankar

MD & CEO,  
Shri Ram Transport  
Finance



Mr. Vikas Gutgutia

Founder & MD,  
Feros & Petals



Mr. Vivek Oberoi

Indian Film Actor



# EAE: BILLIONAIRE PROFESSORS OF BADABUSINESS.COM

The BIGGEST and MOST SOUGHT AFTER names from India INC., the administration and thought leaders drive India's Growth Agenda through **Business Training**





WHITE LABELING BENEFITS MATRIX								
UNIQUE BENEFITS	No. of Participants (EAE)							
	25 - 50	51 - 100	101 - 200	201 - 350	351 - 500	500 - 1000	1001 - 2000	2000+
Dr Vivek Bindra & Bada Business Controlled Branding	✓	✓	✓	✓	✓	✓	✓	✓
Testimonial Video of Institute's Chairman & campus for Social Media marketing & branding	✗	✗	✗	✗	✗	✓	✓	✓
Customized App with Brand Logo	✓	✓	✓	✓	✓	✓	✓	✓
Call Centre Support to Learner	✓	✓	✓	✓	✓	✓	✓	✓
12 weeks Campus to Corporate Course	✗	✗	✓	✓	✓	✓	✓	✓
Co-branded Certificate to Participants	✓	✓	✓	✓	✓	✓	✓	✓
Dr. Vivek Bindra visit to Institute for Student Orientation Event	✗	✗	✗	✗	✗	✓	✓	✓
Co-Branded Print Media Support (TOI)	✗	✗	✗	✗	✗	✗	✗	✓
BBPL Counselor visit to Institute	✗	✗	✗	✗	✗	✓	✓	✓
5 days Exclusive EAE event in College / Institution	✗	✗	✗	✗	✗	✗	✗	✓
Brand Logo on BB Website	✗	✗	✗	✗	✗	✓	✓	✓
Performance Dashboard of Participants	✗	✗	✓	✓	✓	✓	✓	✓



THANK YOU FOR  
**10 MILLION**



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📍 Bangalore

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