

**100% LIVE, Smart & Green Learning Infrastructure**  
**A Multi-sided Platform for Design & Delivery of**  
**Corporate & Business Level Intervention Programs to**

**I. Resolve Critical Business Challenges**

**II. Build Capabilities in any area**

**Core Value Propositions of Multi-Sided Platform**

**Customizable | Support for Capability Building & Evaluation | Convenient to Participate | Rapid Rollout | No Capex | Extensive End2End Backoffice Support | Highly Affordable | Actual Usage-linked Charges**

**Facilitating and Matching Interactions with Human Touch  
Between Content Owners & Users**

ranjandas

**The Next Ideation**

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# **100% LIVE, Smart & Green Multi-Sided Learning Platform**

- Core Value Propositions of 100% LIVE, Smart & Green Multi-Sided Learning Platform are mentioned in the cover page.

## **How Organizations Can Deploy the Multi-sided Platform: Three Categories of Intervention & Capability Building Programs**

### **Resolution of Critical Business Challenges Facing Various Businesses**

The process involves deployment of a special **Corporate & Business Level Intervention Program [CLIP/ BLIP]** that focuses on addressing strategic and operating challenges - as articulated by top leadership team members - through involving a team of managers who will be responsible for addressing the concerned challenges. Such an intervention includes, by design, development of key capabilities of managers of the just mentioned teams who are needed to resolve such strategic and operating challenges. An important component of such intervention is **Action Learning Projects [ALP]** which are completed along with course work needed to build required capabilities of the team members.

### **A Set of In-Company MDPs Leading to a Fast-paced Post Graduate Diploma in Management... On-the-Job**

Complete - on-the-job - 10 Short Duration In-Company MDPs over a period of 6 months PLUS write a Company/ Industry-specific Comprehensive Project and get a **Post Graduate Diploma in Management & Entrepreneurship [PGDME]** jointly Certified by **Jadavpur University [JU - NIRF Rank: 8 during 2020-21]** School of Education Technology and **The Strategy Academy Centre for Advanced Studies [TSACAS]**

### **Wide Portfolio of Leadership & Talent Development Programs**

Functional, cross functional, behavioral, analytics, business applications of emerging technologies, strategic skills, and leadership development - each of which are contextualized, customized, and personalized to meet the executive and leadership development needs of an organization. The portfolio includes more than 100 short, medium, and long duration capability building programs

## **Design of Multi-Sided Platform & Program Direction**

All **Corporate & Business Level Interventions and Capability Building Programs** - delivered using The Next Ideation [TNI] Multi-Sided Platform - are custom designed and directed by **Prof Ranjan Das, Professor of Strategy, Innovation, Entrepreneurship and Leadership**. Prof Das, holding a PhD in Strategic Management from IIM Ahmedabad, has 20 years of industry experience and done extensive consulting in strategy and leadership areas and served on the Boards of several companies in India. Prof Das is associated with: IIM Calcutta [ Full time: 1994 - 2014; Visiting: 2014 onwards], The Strategy Academy [2008 onwards], IIM Jammu [2020-23], Xavier Institute of Management, Bhubaneswar [2020-22]. He has also taught at several other Overseas and Indian business schools. Prof Das can be contacted at: M: 9830052722; Email: [rdas@iimcal.ac.in](mailto:rdas@iimcal.ac.in)