

NUTRITIONIST ENTREPRENEURSHIP PROGRAM

www.myNEP.org

PROSPECTUS 2018



Join the Nutripreneur Revolution!

FOREWORD

Dear fellows,

Slightly over a year ago, when we meticulously designed and executed our first NEP cycle, we knew only two things:

One - we want to empower the Nutritionist community

Two - inspiration isn't enough, we want to transform!

Sure enough, with intent in our heart and purpose in our mind - we manifested a lot in one short year.

8 cycles, 55 fellows in 18 cities and 5 countries, 1500+ students inspired through our entrepreneurship workshops - and we are not yet done!

Our greatest source of inspiration is to see our fellows succeed and reach great heights - and sure they have made us proud! And now YOU are set to be one of them!

Being able to wake up in the morning to a job which allows you to touch lives and witness positive changes is an inexplicable joy of a different kind!

Thank you for allowing us to do this. It is our hope that going through this program is as exhilarating for you as designing it was for us!

Health and hugs,

Dt. Tehzeeb and Dr. Vishal NEP Program Directors



Dt. Tehzeeb Lalani

Founder, Scale Beyond Scale



Dr. Vishal Marwah

Founder, Vishwas

ABOUT NEP

NEP is a highly selective experiential learning program designed exclusively for enterprising Nutritionists and Dietitians to empower them with the skills, resources and tools to build, sustain and grow their practice.

NEP is for you if you are...



- ✓ A fresh nutrition graduate looking to start your own practice
- ✓ An established nutritionist/dietician looking to grow your practice and need help along the way
- ✓ Someone who values work-life balance and are searching for creative ways to generate revenue while working from home
- ✓ Tired of your routine, mundane job and would like to try something innovative in the healthcare space

BENEFITS of NEP



- ✓ Ample support, guidance and hand-holding from industry experts and mentors
- ✓ Step-by-step guide on how to expand and grow your health and nutrition practice
- ✓ Tailor-made and actionable strategies on generating revenue without working a full-time job
- ✓ Work-life balance
- ✓ Your own personal brand



Program Director



Dr. Vishal Marwah

Physician Leader and
Founder, Vishwas

Dr. Vishal Marwah is the Founder and Physician Leader at VISHWAS, a social enterprise committed to promote health and well-being in communities, worksites and schools. Over the past few years, Dr. Vishal has been a family physician, wellness coach, researcher, motivational speaker, author, and yoga teacher. Prior to VISHWAS, Dr. Vishal was responsible for coordinating the efforts of the Global Cardiovascular Disease Programs at the Mount Sinai School of Medicine in New York.

He holds the honorary position of the Regional Chair (India) for the International Association of Worksite Health Promotion. He has also authored a book chapter on India, in an international publication – 'Global Perspectives in Workplace Health Promotion'. His efforts have been recognized at the international level, and the VISHWAS model of Physician Leadership has been awarded the 'Grand Challenges Canada – Rising Stars in Global Health' grant award. He is also leading the Mumbai Chapter of the Start-up Leadership Program, and is the Lead Evangelist for the TiE Health Entrepreneurs network.

"An entrepreneur is someone who jumps from a plane without a parachute, and figures out how to build one on the way down."

- Matt Salzberg
(CEO, Blue Apron)



Program Director



Tehzeeb Lalani

Founder, Scale Beyond Scale

Tehzeeb is a young and dynamic entrepreneur with a degree in Clinical Nutrition and Food Studies from New York University. She is the sole proprietor of a health and nutrition consultancy service called Scale Beyond Scale (SBS) where evidently enough, she helps her clients look beyond the weighing scale and guides them through a host of health woes-from diabetes to heart disease and everything in between. She contributes as a guest author for magazines such as Home and Happiness, The Active Times, Health Me Up, Diabetes Health, HealthBiz and B Positive.

She has also made appearances on Zee Business, Care World TV and done brief stints for All India Radio and The Economic Times. When not working, speaking, writing or studying the latest health trends, she travels, does yoga, studies and speaks fluent French, rants about the benefits of awakening at 5:00 am and partakes in simple home cooking experiments. Petite, pretty, poised and wildly passionate, New York trained Tehzeeb comes as a new-age breath of fresh air in our otherwise un-stimulating health scene.

"The best way to find yourself is by losing yourself in the service of others"

- Mahatma Gandhi



Program Manager



Jaini Shah

Founder, Food Architect

Jaini has always found interest in cooking for family and friends, and more recently – in the role that choosing the right kind of foods (and balancing it with a healthy lifestyle) plays in everyone's lives. This, in turn, influenced her decision to study Masters in Food science and nutrition, which gave her the confidence to put this knowledge to practical use - both in her personal life and in enriching the lives of others.

Her goal and purpose of life are to inspire and guide individuals to a life of nourishment and healthy living, which gave rise to her own setup, Food Architect - Designing health and lifestyle.

Eagerness to learn new skills to complement the nutritional expertise led her to join NEP first as a fellow and eventually as a Program Manager (She felt so connected to the team and the purpose that she wanted to associate herself with it long-term). She loves witnessing fellow Nutritionists/Dietitians transform! It gives her a reason to show up to work each day and makes her love her role in the organization.

"The purpose of human life is to serve, to show compassion and the will to help others."

- Albert Schweitzer



PROGRAM CURRICULUM



Week 1 - Health promotion fundamentals (Theories, models and motivational counselling)

- Introduction to NEP and art of story -telling
- Health promotion theories and Science of behaviour change
- Art of motivational counselling
- Effective public speaking
- IMPACT Session 1



Week 3 - Wowing clients (Persuasive Design and innovative offerings)

- Art of Getting things done
- Wowing your clients with great experience
- Introduction to Design thinking
- Designing health promotion programs
- IMPACT Session 3



Week 5 - Exploring beyond diet plans (Pricing, telephonic counselling, digital marketing)

- Pricing workshop 1
- Pricing workshop 2
- Online and telephonic counselling
- Digital marketing (SEO, SEM, and Facebook Ads)
- IMPACT Session 5



Week 2 - Attracting clients (Branding, sales and marketing)

- Building your own personal brand
- Building your own organizational brand
- Getting your first client
- Selling your services
- IMPACT Session 2



Week 4 - Digital and Tech week (Graphic and Website Design)

- Introduction to Graphic Design
- Creating Persuasive content
- Using Graphic Design tools
- Workshop on web-designing
- IMPACT Session 4



Week 6 - From Ideas to Implementation (Leadership, finance, negotiation)

- Workshop on leadership and team building
- Art of negotiation
- Financial management
- Critical issues in Nutrition - Individual and group presentations
- IMPACT Session 6

5 SALIENT FEATURES OF NEP



NEP is an entrepreneurship program open only to qualified nutritionists and dietitians from India and abroad



Candidate should have a BSc/MSc/PhD in nutrition, dietetics or food sciences from an accredited university



NEP comprises of 6 weeks accelerated program + 60 days of business support and life-long access to NEP mentor network



NEP is ideal for freelancers, consultants and working nutritionists who wish to learn business skills from the comfort of their home, and grow their nutrition practice.



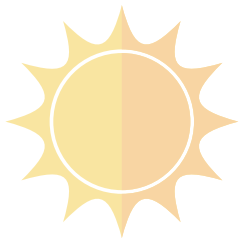
The NEP candidate must have access to computer/Smartphone and High speed internet connection for uninterrupted streaming.



NEP Winter Cycle

January 26th to March 9th

Last day to Apply - *31st December*



NEP Summer Cycle

April 30th to June 17th

Last day to Apply - *9th April*



NEP Monsoon Cycle

August 13th to September 30th

Last day to Apply - *23rd July*



ADMISSION

Application process



STEP 1

Apply online on
www.mynep.org/application

STEP 2

Online NEP
Entrance test

STEP 3

Preliminary Interview

STEP 4

Final Interview

STEP 5

Acceptance
and Payment of Fees

ADMISSION

Detailed process

STEP 1: Apply online on www.mynep.org

- The application is fairly simple and will take only 5 minutes. You will need to upload your resumé.
- After submitting your application, you will receive an automated confirmation email from us.
- You will hear from us within 3 days. If you have cleared the preliminary screening, you will move onto STEP 2.
- The email sent to you will have a scheduling link for the online entrance exam. You are required to schedule the online test within 3 days of receiving the email.

STEP 2: Online NEP Entrance test

- This online test is to assess your basic nutrition and dietetics knowledge and your entrepreneurship potential.
- There will be a non-refundable exam fee of Rs 500 which would have to be paid online. You will need a credit card/net-banking details to make the payment.
- A minimum passing score of 50% is required to be eligible for STEP 3.
- Your objective score will be shared with you immediately after the exam.
- Your essay scores will be shared with you within 48 hours of completion of the exam.
- If you clear this step, you will receive an email with details about Step 3 which will be an in-person or a telephonic interview.

STEP 3: Preliminary interview

- This will be an in-person or a telephonic interview.
- The interview will last approximately 20-30 minutes.
- You will be assessed on the following 5 criteria -
 - i) Nutrition knowledge
 - ii) Leadership potential
 - iii) Entrepreneurship potential
 - iv) Creativity
 - v) Passion.
- You will be informed about the decision of the interview within 72 hours.
- If selected, you will receive an email with details about scheduling the final stage interview.

STEP 4: Final interview

- This will be a telephonic interview conducted by Dr. Vishal Marwah - one of the Program Directors. If you are based in Mumbai, you may be invited for an in-person interview.
- The interview will last approximately 20-30 minutes.
- You will be assessed on your entrepreneurship and leadership potential, your attitude towards nutrition science, and community service.

STEP 5: Final Decision

Each applicant will receive a final decision from us two weeks prior to program commencement. There could be one of the following four outcomes.

ACCEPTED (A): Acceptance to the program and securing your spot

- You will be informed about the decision within 48 hours of completion of the final interview.
- You will be informed by email about the decision. You are requested to not call the office incessantly to enquire about the results.
- If you are accepted to the program, you will be required to pay an INR 5000 deposit within 3 business days to secure your admission. Failing to do this will cause you to lose your admission.
- You will be given a due date by which you will be required to make the remainder payment. Programs fees are to be paid in full two weeks prior to program commencement.

WAIT-LISTED (W): Wait-listed for acceptance to the program

- We are trying to keep our batch size small and compact so that we don't compromise on the quality we deliver to each fellow. Because of this, we sometimes find ourselves in a situation where even though we may love your profile and think you would be a great fit for NEP, we would have to put your application on 'Wait-list.'
- If and when we incur dropouts, your application will move up the wait-list and onto the list of accepted applicants.

CONDITIONAL ACCEPTANCE (C): Conditional acceptance into the program

- In some instances, you may receive a conditional acceptance letter - contingent on your ability to provide a document (Degree in Science/Nutrition for instance) or other evidence as required by NEP.

REJECTED (R): Non-acceptance into the program

Your application may be rejected if:

- You do not hold a minimum Bachelors degree in Nutrition/Dietetics/Food Science.
- You have provided wrong and inaccurate information on your application.
- You have provided false certifications, credentials and qualifications on your application
- You have been found to be involved in unethical, unscrupulous or fraudulent practices
- You lack an entrepreneurial spirit.

In case of rejection, you are encouraged to schedule a call with the Program Directors to understand how to strengthen your applicant profile for a future cycle. In some instances, you may not be eligible to apply to a future cycle. In said instances, you will be notified via email.

PROGRAM FEES

and Deliverables



The fees for the Nutritionist Entrepreneurship program is 30,000 INR

Includes:



6-week intensive program



NEP toolkit (will be emailed to you prior to program commencement)



NEP coursebook (a hard copy will be shipped to your residence/workplace prior to program commencement)



60 day support post program completion



One-on-one mentorship and support with program directors via NEP office hours (30 minutes/week)

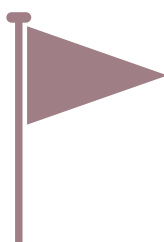


8-week mentorship post program completion (via weekly phone and email support - 30-45 minutes/week)



Lifetime access to NEP alumni and wider network

Financial assistance:



We have an extremely limited number of partial, need-based scholarships for outstanding candidates. Decision regarding scholarship awards will be taken after special interviews. Participants will be assessed based on their financial status, commitment toward nutrition, community service, and leadership qualities.

ACHIEVEMENTS

of NEP Globally

NUTRITIONIST ENTREPRENEURSHIP PROGRAM

2016-2017
Achievements



52 Fellows



18 Cities



5 Countries

PROFILE OF NEP FELLOWS

EDUCATION

PhD

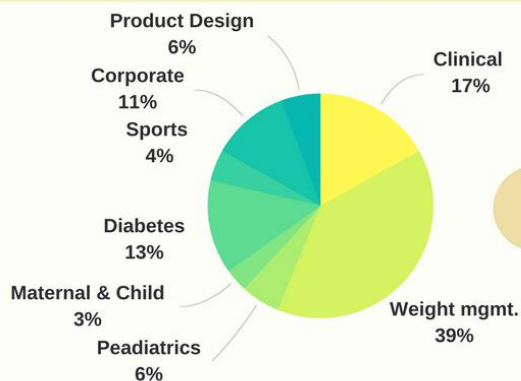
4%

Bachelors

15%

Masters/PGD

81%



AREAS OF SPECIALISATION

75% of NEP graduates **DOUBLED** their income within 6 months of completion of the program



33% of NEP graduates got featured in the **MEDIA** in 2017



1500+

Students and graduates attended
NEP workshops & eNlight



eNlight

TIME TO DREAM... TIME TO GROW... TIME TO WIN!

June 2016 Fellows



Manali Sherkane

BSc in Food Science
and Nutrition
Mumbai



Anagha Desai

MSc in Nutrition
and Dietetics
Mumbai



Simmi Khanna

MSc in Nutrition
and Dietetics
Jamnagar



Vaishali Ratnam

MSc in Food Science
and Nutrition
Mumbai



Nusrat Patel

MSc in Nutrition
and Dietetics
Mumbai



Jaini Shah

BSc in Food Science
and Nutrition
Mumbai



Ekta Chheda

MSc in Clinical Nutrition
and Dietetics
Mumbai

Sept 2016 Fellows



Soumya Peeru

Master of Science Dietetics
and Food Service
Mumbai



Shikha Gala

MSc in Food, Nutrition
and Dietetics
Mumbai



Manoli Doshi

MSc in Nutrition
and Dietetics
Mumbai



Roshan Lopes

MSc in Food Nutrition
and Dietetics
Mumbai



Mudra Gohil

MSc in Clinical Nutrition
and Dietetics
Mumbai



Deepa B.R.

MSc in Food Science
and Nutrition
Mysore

Dec 2016 Fellows



Kejal Sheth

BSc in Food Science
and Nutrition
Mumbai



Sakina Patrawala

PGD in Food Nutrition
and Dietetics
Mumbai



Disha Jhaveri

MSc in Clinical Nutrition
and Dietetics
Mumbai



Mittal Waghela

BSc in Food Science
and Nutrition
Mumbai



Tareshi Dixit

MSc in Clinical Nutrition
and Dietetics
Mumbai



Sushma Gumma

PG Diploma in Clinical
Nutrition and Dietetics
Vijayawada



Shweta Nagar

MSc in Clinical Nutrition
and Dietetics
Ahmadabad

March 2017 Fellows



Zoya Fazal

Master of Science Dietetics
and Food Service
Mumbai



Disha Bagadia

MSc in Food, Nutrition
and Dietetics
Mumbai



Akshee Bansal

MSc in Nutrition
and Dietetics
Ambala



Sidra Bedar

MSc in Food Nutrition
and Dietetics
Lucknow



Aswwini Sagarr

MSc in Clinical Nutrition
and Dietetics
Hyderabad



Shipra Bhatnagar

MSc in Clinical Nutrition
and Dietetics
Ahmedabad



Pooja Marathe

MSc in Food Science
and Nutrition
Hyderabad

May 2017 Fellows



Pinank Gupta

BSc in Food Science
& Quality Control,
Baroda



Hetal Saraiya

PG Diploma in
Nutrition & Health Education
Ahmedabad



Dhanshree Pachorkar

Bachelor's in Nutrition and Dietetics
SNDT, University
Nashik



Shilpa Talati

PhD in Foods and Nutrition
Sardar Patel University,
Gujarat



Chetna Bansal

Masters in Clinical Nutrition
& Dietetics
Cochin



Mihika Mittal

PG in Nutrition & Health Education
IGNOU,
New Delhi

August 2017 Fellows



Gurmeet Kour

PG Diploma in Nutrition
& Health Education
IGNOU, Delhi



Saloni Bhat

Masters in Food Science
& Nutrition
Mumbai



Mrinali Divecha

Masters in Food Science
& Nutrition
Baroda



Sidra Bedar

MSc in Food Nutrition
and Dietetics
Lucknow



Saba Mohd Sabir

PG Diploma in Nutrition
& Dietetics
Mumbai



Vijeta Goyal

Masters in Dietetics & Food
Service Management
Bangalore



Rukhsar Falke

Bachelors in Dietetics,
SVT College,
Mumbai

August 2017 Fellows



Dhruvi Rathod

PG Diploma in Nutrition
& Dietetics
Bangalore



Anuradha Shah

Masters in Public Health
Northern Illinois University
United States



Abeer Sayed

Masters in Nutrition
& Dietetics
Mumbai



Anuja Dharap

Masters in Clinical Nutrition
& Dietetics
Pune



Chetna Bansal

Masters in Clinical Nutrition
& Dietetics
New Delhi



Hetal Kuchara

Masters in Food Science
and Nutrition
Ahmedabad



Uma Borkar

MSc in Nutrition
and Dietetics
United States

October 2017 Fellows



Riya Malushte

Masters in Nutrition
& Dietetics
Pune



Karishma Shah

Masters in Clinical Nutrition
& Dietetics
Mumbai



Qudshiya Motiwala

Masters in Food Science
& Public Health
Vadodra



Vasundhara Arora

Masters in Clinical Nutrition
& Dietetics
Pune

January 2018 Fellows



Ankita Chowdhary

MSc in Dietetics
and FSM,
Bhubhaneshwar



Prachi Sawtekar

Masters in Sports
Nutrition
Mumbai



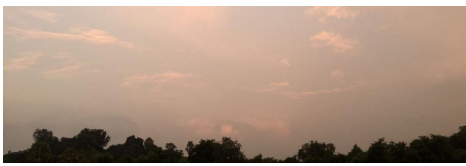
Lata Sharma

Masters in Nutrition
and Dietetics
Delhi

NEP Adventure Getaways!



NEP ADVENTURE GETAWAYS!



NEP Presents Enlight



NEP Presents Enlight 2.0



BE THE
CHANGE
YOU WANT TO SEE IN THIS
WORLD.
-MAHATMA GANDHI

Terms & Conditions

- NEP is a professional program for a competent few. We maintain high selection standards and once selected, we expect that you demonstrate professionalism in all your conduct towards the program mentors and your co-fellows.
- Program fees are set in advance and are non-negotiable. Please refrain from asking for discounts. We do offer need-based scholarships to deserving candidates.
- If you need to reschedule or cancel your in-person/telephonic interview, unless there is an emergency, you are required to give the NEP team a 24-48 hour notice. Unprofessional and erratic behavior may hamper your chances of getting selected.
- You will have 3 week from the date of selection to confirm your participation in the program. NEP reserves the right to withdraw your offer or defer your application to the next cycle of entry in case of delays and an inability to confirm in the stipulated time period.
- If you have an emergency and are unable to join the program post your formal acceptance, you are expected to have enough consideration and courtesy to let the NEP team know at your earliest best. We have candidates on our wait-list who we would need to move up the list in case of dropouts. Lack of coherent communication and a disappearing act will hamper your chances of acceptance into a future cycle.
- You may be required to provide satisfactory evidence of your qualifications (Degree in Science/Nutrition if required) before admission. Failure to provide such evidence to satisfaction or providing wrong and inaccurate information and false certifications, credentials and qualifications will result in the termination of your offer and the revocation of your registration as an NEP fellow.
- In order to secure a place in the program, you will be required to pay a deposit of 5000 INR. If a deposit is required, you will be advised, following receipt of your application, by an email message issued by the Program Director or in your offer letter. If you do not pay the deposit monies in accordance with the payment terms advised in your offer letter, your application shall be withdrawn without further notice. Any deposit you pay will be offset against the balance of fees owed to the program.

CONTACT DETAILS



Dt. Jaini Shah

Program Manager, NEP
nep@vishwas.org.in
Mob: 9769271898



Vishwas

200, Om Lamba Society,
Sion-Trombay road,
Mumbai 400022.



Website:

www.MyNep.org

NUTRITIONIST ENTREPRENEURSHIP PROGRAM

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JOIN THE NUTRIPRENEUR REVOLUTION!