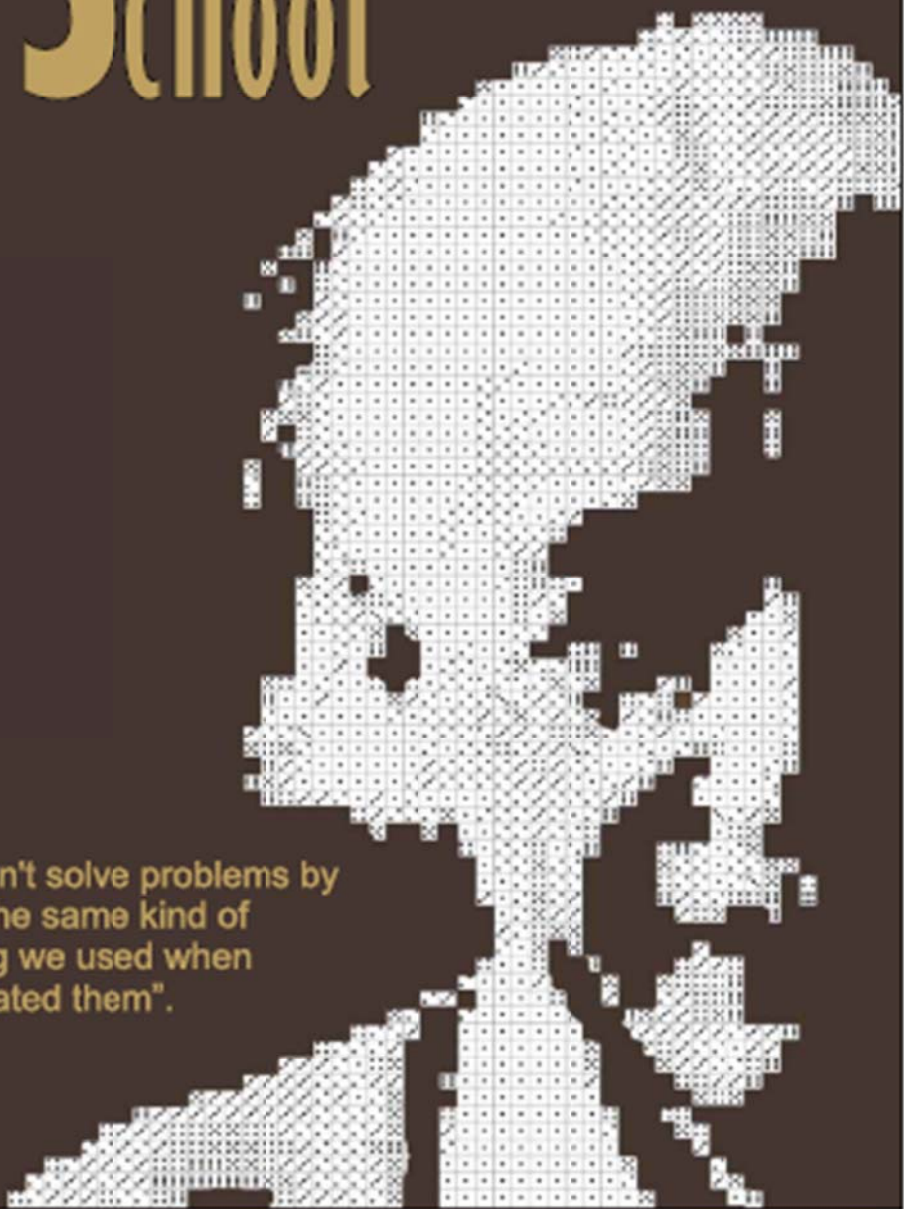


the einstein in School

"We can't solve problems by using the same kind of thinking we used when we created them".



"Aspiring to be outstanding in life is absolutely important for the students if India is to really become the #1 global super power. It is also imperative to follow role models to remain inspired in life. Albert Einstein is one such character who timelessly embodies the spirit of Excellence. My mission for the Einstein school is to create lifelong employability for students who ultimately become outstanding achievers in life, make significant contributions to the nation's development and themselves become role models."

– Soumitra Chatterjee

"Small aim is a crime" – Dr. A.P. J Abdul Kalam

THE EINSTEIN SCHOOL – Creating lifelong Employability

Today's market place is intensely competitive. **There are plenty of jobs in the market – what is missing is Employability**. A good academic degree is certainly a basic requirement-grasp of the subjects taught is certainly very important, but probably what is most needed is creating that magic first impression – as **87 percent of all recruitment decisions are made in the first 15 to 17 seconds** of a candidate entering the interview room.

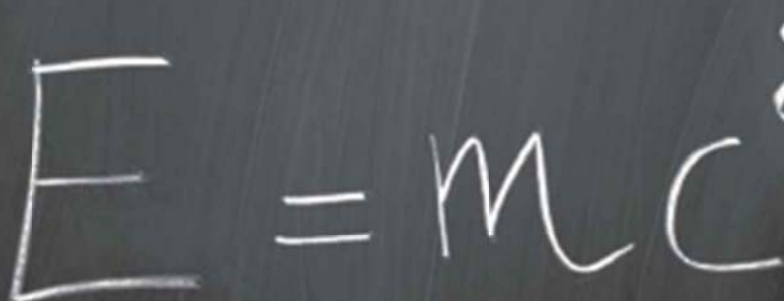
So, what is this magic really? Can this magic be cultivated? This magic is actually a mix of many amazing attributes like a good physique, excellent professional polish, immaculate grooming and dressing, confident body language, eyes emoting an irreplaceable inner fire, a clear sense of purpose, clearly defined goals and ambitions, and the power of communicating and influencing in English along with a clear idea of what is expected in a corporate environment.

This is where we come in. **We assist the students in developing this magic – we develop lifelong employability.** The Einstein School is designed in such a manner such that the students develop into outstanding achievers by learning from the best experts in the country.

The Einstein School is the institutional training wing of **The Center for Personal Transformation**, an ISO 9001:2008 organization, one of the leading training and HR consulting organizations in India. Over a decade's experience of working with over **300 organizations and 21 Fortune 500 Companies, 100 premier Engineering Colleges, 50000 executives and 30000 students** bear testimony to this claim.

We are probably the only training company who are the best in understanding what gap exists between the campus and the corporate. Therefore, the curriculum is also designed keeping in mind the exact requirements of HR managers from various companies. As a matter of fact, some of the finest HR heads in the country happen to be our faculties.

"We are committed to make a difference to the students – to make them dream big – help them get the best companies to work with - make their institution and country proud of their achievements and develop as great human beings!"



$$E = mc^2$$

The founder of The Einstein School

Soumitra Chatterjee is one of the nation's foremost authorities in motivational training, leadership development and the science of peak performance. He is the founder of **The Center for Personal Transformation**, an ISO 9001:2008 organisation which is committed to helping people and organizations achieve outstanding results. Soumitra trains CEOs, MDs, Presidents, top executives & outstanding sportspersons. He coaches management teams of more than 300 companies and several Fortune 500 companies and management, faculty and students of over 150 premier engineering colleges and B-schools all over India. Over the last 10 years through his best selling audio coaching products and public speaking engagements and live seminars he has impacted the lives of close to 5 lac people. He is author of Executive Reinvention—Making the Impossible Happen and two other best selling books and the editor of a national leadership magazine titled "**Peak Performance**". He has also coached the Senior Bengal Cricket Team and has been awarded the Rotary Award for Human Potential Enrichment. He has been widely acclaimed in the press and the electronic media all over India. He is the recipient of the 'Rotary Award' for his contribution to **Human Potential Enrichment**.

Soumitra named this organization The Center for Personal Transformation being inspired by our honourable former president Dr. A. P. J. Abdul Kalam's dream of creating more and more Ignited Minds. The Center for Personal Transformation is deeply committed to contribute to the cause of building a New India.

"Ignited minds of the youth are the greatest resource compared to any resource of the earth, under the earth, and above the earth. When ignited minds work and perform with an indomitable spirit, a prosperous, happy, and safe India is assured." – **Dr. A. P. J. Abdul Kalam**

The Center for Personal Transformation – Unmatched Experience with Cutting Edge Pedagogy

Having trained over **50,000 students from over 100 premier institutions all over the country**, certainly we have a lot of quantity in our experience apart from the rich quality of training skill that we possess. As we work with close to 300 blue-chip companies throughout the country possibly none can better equip the students with their **corporate employability**. We groom the students from the very beginning in developing their **attitude, grooming, corporate etiquettes, spoken English, corporate behaviour, through simulation of corporate environment**. We also develop their ability to communicate confidently, develop their corporate presentation skills, ability to work and gel in a team etc. Apart from showing them good films, we also invite a number of industry experts who work in senior positions in reputed companies to come and coach the students in various aspects of **how to be successful** in their professions. We also assist students to develop their competency in logical reasoning, analytical skills etc, that are required to succeed in top IT companies. We have our own online portal through which students are coached for mock online tests of **TCS, Infosys, and Wipro** etc. in high intensity simulating test conditions. Subsequently the students are also coached in **Group Discussions and personal interviews** through simulated real-time recruitment exercises.



Outstanding faculty pool

Our course director is our CEO, Soumitra Chatterjee. He is accompanied by some of the finest faculty from the academia and the industry who are passionate, excellence driven – a great mix of youth and experience. The finest training talents from some of the best institutes in India, HR heads and Corporate Captains from some of the best blue chip organizations comprise our very eminent faculty pool.

Student Assessment

For many institutions, we conduct customized student assessment exercises through a host of methodologies like psychometric tests, GDs, etc when we exactly get to know where a student is standing currently – based on this, we design his training plan and subsequently implement it. In the process, the student's training becomes fully customized.

Exclusive Online Portal – Real Time Practice of Company Specific Aptitude Tests

We coach the students intensively for company specific aptitude tests. Our R&D team has a huge bank of past question papers of such organizations (both IT and core companies). – We also have an exclusive online portal by which students also get trained on real-time online tests. After the tests their answers are discussed in detail, and their confusions cleared.

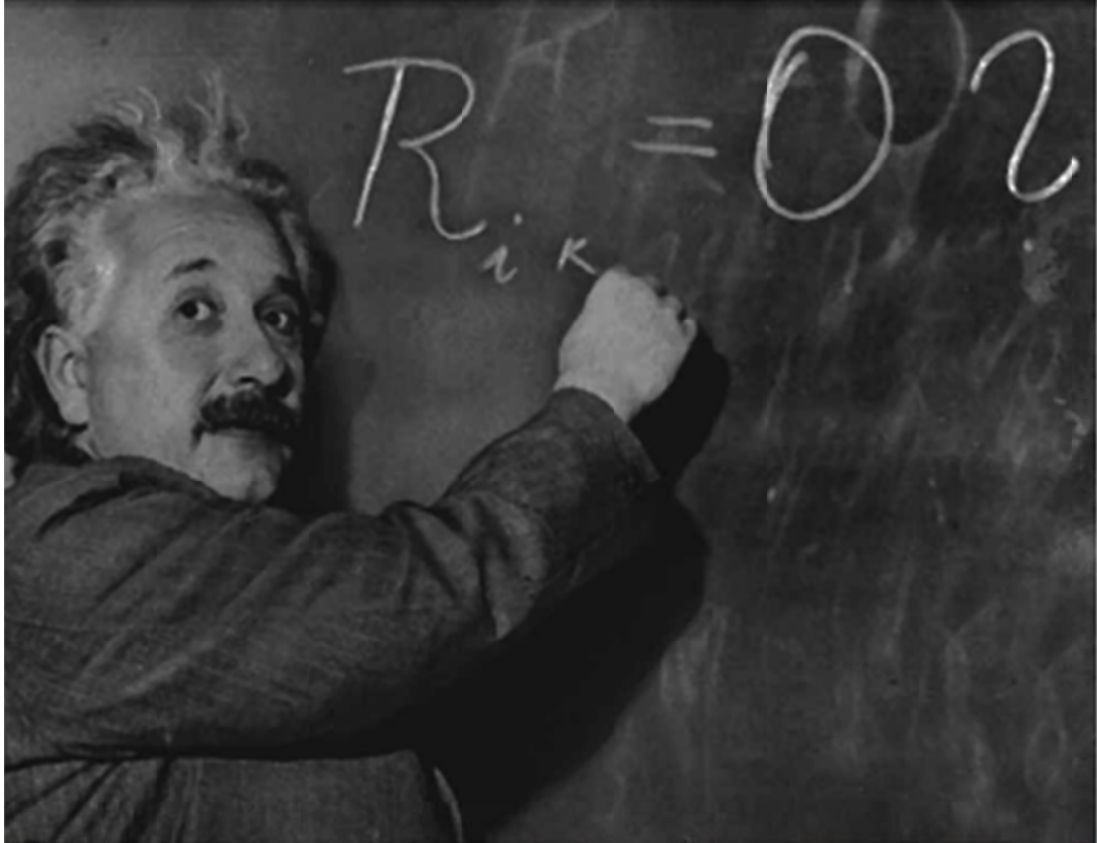
Communicative English Development

The Einstein School lays special emphasis in developing communicative English abilities among students. Our talented teachers work hard in developing working English grammar, vocabulary enhancement, pronunciation improvement, regional accent neutralization and developing public speaking and presentation skills with the help of a host of methodologies – This also enhances their self confidence tremendously.

Developing Corporate Orientation

The Einstein School plays special emphasis in developing customized company specific corporate skills – e.g. working in a team, communicating with colleagues and bosses, corporate behaviour and etiquettes, presentation skills etc.





Customization

All our modules are customized as per specific institution's needs, student demography, and student assessment findings, and vary from year to year.

We also conduct high intensity classes for the 4th year students just before their campus season commences – this enables them to fair a lot better in their interviews.

Special Reinforcement programmes for 4th Year Left-Overs

For the students who have not been successful in cracking any interview, we have designed specific, high intensity modules which focus a lot on their motivational aspect and goal setting. It is seen that after attending our classes many a time these so called "left-overs" crack very good jobs

Coaching and counseling

Sometimes we observe that a few students or a group are not responding in the classroom – in such cases, we offer focused coaching and counseling to the students or the group where sometimes their personal problems are also addressed.

Einstein School (On-campus & In-house)

Most of the time the Einstein school is conducted within the premises of the institution. The module is prepared as per specific requirements – and subsequently the schedule is discussed and frozen in consultation with the teacher-in-charge – it is then incorporated in the routine. The periodicity, duration and type of the training vary – The course is available in high intensity, short duration, workshop pattern or medium intensity long term formats.

We also provide training in our in-house classrooms as the demand of The Einstein School among the students is increasing and time constraints limit the institutions to incorporate such training in their daily routine for a longer period of time.

Course Highlights

1. Aptitude tests easy solving from reputed company specific test papers
2. Intensive practice with Group Discussion (Video Aided) Minimum 3 practice sessions.
3. Intensive practice with Personal Interview (Video Aided) Minimum 2 practice sessions.
4. Intensive company specific online test practice through our exclusive online portal
5. Intensive session on motivation & goal setting
6. Success through visualization & NLP exercise
7. Role Plays
8. Real time Mock Interviews
9. Inspirational film shows
10. Strong emphasis on developing corporate overview (company specific)
11. Web based support
12. Certificate after completion of the program
13. Prizes for deserving candidates

Some of Our Institutional Clients

- University of Calcutta
- National Institute of Technology, Silchar
- Sydenham College of Commerce and Economics, Mumbai
- Veermata Jijabai Technological Institute (VJTI), Mumbai
- Shreemati Nathibai Damodar Thackersey Women's University (SNDT), Mumbai
- Dr Graham's Homes School, Kalimpong
- Central Board for Workers Education, Ministry of Labour, Government of India
- Birla High School, Kolkata
- Bhowanipore Gujarati Education Society College, Kolkata
- Central Glass and Ceramic Research Institute, Kolkata
- Haldia Institute of Technology, Haldia
- JIS College of Engineering, Kalyani
- Narula Institute of Technology, Kolkata
- Guru Nanak Institute of Technology, Kolkata
- Asansol Engineering College, Asansol
- Durgapur Society of Management Science, Durgapur
- College of Engineering & Management, Kolaghat
- Heritage Institute of Technology, Kolkata
- Techno India College, Kolkata
- Nexgen School of Management & Technology, Kolkata
- Bankura Unnayani Institute of Engineering, Bankura
- Government Engineering College, Jalpaiguri
- Government College of Engineering & Textile Technology, Srerampore
- Indian Institute of Chemical Biology, Kolkata
- Kalyani Government Engineering College, Kalyani
- Camellia Institute of Technology, Kolkata
- Institute of Chartered Accountants of India, Kolkata
- Institute of Company Secretaries, Kolkata
- Indian Institute of Social Welfare and Business Management (IISWBM), Kolkata
- National Institute of Technical Teachers' Training & Research, Chandigarh
- Sree Dattha Institute of Engineering and Sciences, Hyderabad
- D.Y. Patil Institute of Engineering and Technology, Pune
- Pydah college of Engineering and Technology, Vishakhapatnam
- Bhai Gurdas Institute of Engineering and Technology, Sangrur
- Don Bosco Institute of Technology, Bangalore
- Chadalawada Ramanamma Engineering College, Chittoor
- Orissa Engineering College
- Bharti Vidyapeeth University, College of Engineering, Pune
- Sri Venkatesh College of Engineering and Technology, Chittoor
- GLA University, Mathura

Some of Our Corporate Clients

Airlines: Indian Airlines

Banking: Allahabad Bank • Bank Of India • Punjab National Bank • Syndicate Bank • UCO Bank

BPO: Acclaris Business Solutions Private Limited • Saviance Technologies • Pecon

Cement:- Ambuja Cements • ACC Concrete Limited • Grasim Cements • Lafarge India Limited • Rajashree Cements • Vinay Cements

Chemicals & Fertilizers:- Paradeep Phosphates Limited • Dendrites Adhesives, Kolkata

Coal:- Coal India Limited • India Carbon Limited

Engineering:- ALSTOM Projects India Limited • Inspectorate Griffith India Limited • KND Engineering Technologies Limited • Larsen & Toubro Limited • McNally Bharat Engineering Company Limited

Fast Moving Consumer Goods:- ITC Limited • Britannia • National Dairy

Glass & Ceramic:- La Opala

Healthcare & Pharmaceuticals:- Albert David Limited • Merind India Limited

Hospitality:- Oberoi Grand • Apeejay Surrendra Group

Hospitals:- B.M. Birla Heart Research Centre • Bhagirathi Neotia Woman & Child Care Centre • Calcutta Medical Research Institute • Wockhardt Hospitals

Information Technology:- CSC India • IBM India • Keane India Limited • Satyam Computer Services Limited • MOL Information Technology India Pvt. Ltd. • Infosys • Tata Consultancy Services • ITC Infotech • Vision Comptech • Tech Mahindra • UshaComm • Wipro Technologies • Xenolith Technologies Pvt. Ltd. (SREI Group of Companies)

Insurance:- Reliance Life Insurance Company Limited • ICICI Prudential Life Insurance Company • Kotak Mahindra Old Mutual Life Insurance Limited • ING Vysya Life Insurance Company Limited • Life Insurance Corporation of India • HDFC Standard Life Insurance Company Ltd. • National Insurance Company Limited

Iron & Steel:- Steel Authority of India Limited, Bokaro Steel Plant

Manufacturing:- Adani Wilmar Limited • Berger Paints India Limited • Bharat Heavy Electricals Limited • Eveready Industries India Limited • Greaves Cotton Limited • Hindustan Copper Limited • ITW India Limited, Signode Protective Packaging Solutions • Phoenix Yule Limited • Siemens India • WPIL Limited • Usha Martin Limited • Voltas Ltd • Wesman Engineering

Non-Banking Finance:- SREI Capital • Peerless Group

Non-Government Organization:- CINI • Krishi Gram Vikash Kendra (KGVK)

Petroleum:- Bharat Petroleum Corporation Limited • Castrol India Limited • Hindustan Petroleum Corporation Limited • Indian Oil Corporation Limited • Oil & Natural Gas Corporation

Power:- Calcutta Electric Supply Corporation • DPSC Limited • NTPC Limited

Realty:- Ambuja Realty Development Limited

Sports:- Cricket Association Of Bengal

Shipping:- India Steamship Limited

Tea:- Assam Tea Company • Indian Tea Board • Tea Association Of India

Telecommunication:- Bharti Airtel • Nokia-Siemens Network • Vodafone - Essar Limited

Textiles:- Indian Rayon • Jayashree Textiles • Jute Corporation Of India

West Bengal Government:- West Bengal Industrial Development Corporation

Client Speak

"Excellent (and...Just that should tell it all)".....**Biswanath Dey**, Lecturer NIT, Silchar

"Very much motivated. Thankful for bringing in lot of resource persons & got chance to interact with them.".....**Brinda Shome**, Lecturer NIT, Silchar

"Enjoyable and informative journey towards betterment of teaching skill.".....**Dr. Sukla Basu**, Reader, Kalyani Govt. Engg College

"Program very fruitful in understanding the modern teaching trends.".....**Agamani Chakraborty**, Lecturer, Asansol Engineering College

"Program is attractive, full of life. Groomed us, taught us how to react, how to do our duties. They opened our mind.".....**Susmita Basak**, Staff, University of Calcutta

"Program has an intense value/ impact to develop communication skill. Help to increase confidence level.".....**Dr. Tanushree Das**, IICB, Kolkata, Research Associate

Media Reports

"He (Prof. Chatterjee) transforms do no gooders into super achievers!" – **The Hindustan Times**

"Chatterjee's aim is to transform mediocrity into excellence" – **The Times of India**

"New age guru shows way to super success" – **The Hindustan Times**

"Prof. Chatterjee helps to convert their (the future managers) dreams into reality" - **The Statesman**

"People & organisations operate at unprecedented levels Of performance, productivity & profitability after attending his workshops."- **Express Pharma Pulse**

"Hypnotherapy, Motivational Training and Transformational Leadership - It really helps – **The Times of India**

Internal cleansing formula for the Excellence" - **The Times of India**

"Eminent motivational expert prof. Soumitra Chatterjee of The Center for Personal Transformation offers his expertise to the West Bengal Government for enhancing & Developing work culture in the state" - **The Hindustan Times**

"Now its mind over matter" - **The Times of India**

"Bengal probables' session with motivator." - **The Telegraph**

"Laugh away meltdown depression, says expert" – **The Hindustan Times**



The Center for Personal Transformation

An ISO 9001:2008 Organisation

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