

Programme Details Document - Business Counseling

Programme Overview

Programme Name:	Domain-Specific Business & Professional Counseling Programme
Department / Division:	Counseling Product management
Programme Owner / Leader:	Huzefa Rajkotwala
Date of Document Preparation:	15/12/2025
Version No:	1

Programme Classification

Type (Strategic / Operational / Developmental / Other):	Strategic & Developmental
Duration (Ongoing / Multi-year / Annual / Pilot):	With scope to scale as Ongoing Programme
Status (Proposed / Pipeline / Active / On Hold):	Active

Programme Rationale & Background

Why this programme is needed:	The current counseling model provides general guidance, which limits the depth and effectiveness of support for entrepreneurs, professionals, and micro-enterprises. With increasing demand for specialized, actionable advice, there is a need to transition counseling into a domain-specific, outcome-oriented support system.
Problem Statement / Opportunity:	Applicants often require sector-specific expertise (Finance, HR, Marketing, Operations, etc.) rather than generic counseling. This programme addresses the gap by introducing specialized counselors, structured sector playbooks, and referral loops to internal departments.

Alignment with Organizational Goals:	<ul style="list-style-type: none"> ● Strengthens value-driven economic empowerment initiatives ● Supports organizational goals related to sustainable businesses, women-led enterprises, and structured advisory impact ● Improves case success rate, referrals, and measurable outcomes
Target Beneficiaries:	<ul style="list-style-type: none"> ● Entrepreneurs & SMEs ● Women-led microenterprises ● Professionals seeking business structuring ● Start-ups and home-industry applicants

Programme Objectives

Objectives	<ul style="list-style-type: none"> ● Introduce domain-specific counseling aligned with applicant needs ● Improve quality, depth, and actionability of counseling sessions ● Capture success stories and build institutional knowledge ● Increase case conversion and long-term impact
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Expected Programme Outcomes

Outcomes	<ul style="list-style-type: none"> ● Specialized counseling replaces generic advisory ● Improved applicant satisfaction and clarity ● At least 25 domain-specific cases handled during pilot ● Strong referral and collaboration ecosystem across departments
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Programme Measurement & KPIs

Key Metrics:	<ul style="list-style-type: none"> ● Number of domain-specific cases handled ● Case completion and success rate ● Applicant satisfaction score ● Number of internal referrals generated ● Number of documented success stories
Baseline Data (if available):	Discovery calls
KPI Owner:	Huzefa Rajkotwala
Frequency of Measurement:	Quarterly

Tools / Systems Used:	Product Management Framework
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Programme Scope

In Scope	<ul style="list-style-type: none"> • Domain-specific counseling (Finance, HR, Marketing, Operations, Women-led enterprises, etc.) • Recruitment & onboarding of domain counselors • Development of sector guides and frameworks • Structured referrals to internal departments • Monitoring, reporting, and documentation
Out of Scope	<ul style="list-style-type: none"> • Direct execution of business operations for applicants • Legal or statutory compliance execution (advisory only) • Financial funding or grants (unless referred to relevant unit)

Programme Deliverables

Deliverables	<ul style="list-style-type: none"> • Domain-specific counselor pool • Sector-wise counseling guides • Case tracking and reporting dashboard • Success story documentation • Programme performance reports
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Programme Detailing

Detailing, Processes, Execution Plan	<ul style="list-style-type: none"> • Case intake and initial assessment • Mapping applicant to relevant domain counselor • Structured counseling sessions (1–3 sessions per case) • Action plan and referrals (if required) • Case closure, feedback, and documentation
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Programme Roadmap & Timelines

Start Date:	Q3 FY 2025–26
End Date:	BAU (Business As Usual)
Key Milestones:	<ul style="list-style-type: none"> ● Counselor onboarding ● Sector guide finalization ● First 10 cases completed ● Mid-pilot review ● Pilot impact assessment

Programme Governance & Reporting

Programme Sponsor:	Senior Management / Executive
Programme Leader:	Counseling Lead
Core Team Members:	CMD, Domain Counselors, IT Support, Reporting Analyst

Resource Requirements

Human Resources:	Domain counselors, case managers, reporting support
Financial Resources:	Counselor fees, training costs, documentation & tools
Technology Resources:	Counseling platform, CRM, analytics dashboards
Operational Resources:	SOPs, feedback mechanisms
Other Resources:	Communication & content support

Risks & Assumptions

Key Risks:	<ul style="list-style-type: none"> ● Limited availability of qualified domain counselors ● Low awareness among applicants ● Delays in system or process readiness
Key Assumptions:	Continuous improvement based on feedback

Programme Communication Plan

Internal communication:	Regular updates to stakeholders and departments
External communication:	Applicant notifications via platform & email
Stakeholder communication:	Monthly dashboards and review meetings

Programme Summary (One Page Snapshot/Cover Page)

(Should include Basic Details, Objectives Summary, High-Level Outcomes, Timeline Snapshot, Resource Summary, Status Summary)