

NUTRITIONIST ENTREPRENEURSHIP PROGRAM

www.myNEP.org

PROSPECTUS 2019



**TIME TO DREAM
TIME TO GROW
TIME TO WIN!**

Join the Nutripreneur Revolution!

FOREWORD

Dear fellows,

Slightly over two years 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.

10 cycles, 72 fellows, 22 cities, 6 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



Design Mentor



Vishwajit Shivdavkar

Founder,
The Green Kaleidoscope

Vishwajit is the Design Mentor at NEP and his role is to infuse within NEP fellows and pass onto them his love for design. He trains them in cultivating a design acumen and reviews their website, logo, business card, brochures etc. with a fine sieve and some deep and profound insights.

He is an aspiring engineer, social media marketer, and also the Founder of a start-up called the Green Kaleidoscope - an organisation working towards rehabilitating natural green patches across housing societies, government and private properties. He enjoys trekking, playing badminton, sprinting, binge-watching Netflix and more importantly - cooking and trying exotic cuisines. He also loves participating in social events and workshops on entrepreneurship.

When asked to give a one-sentence summary of his work, he says: "I design websites and presentations for some of the smartest and most talented out there." Vishwajit's life goals keep evolving every few months, "just like an android/iOS update" he claims. However, what has stayed consistent through the evolving epiphanies is his love and passion to make the world a better place with his positive actions!

*"Strive not to be a success, but
rather to be of value"
- Albert Einstein*



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

NEP ACHIEVEMENTS

NUTRITIONIST ENTREPRENEURSHIP PROGRAM

2016-2018
Achievements



72 Fellows



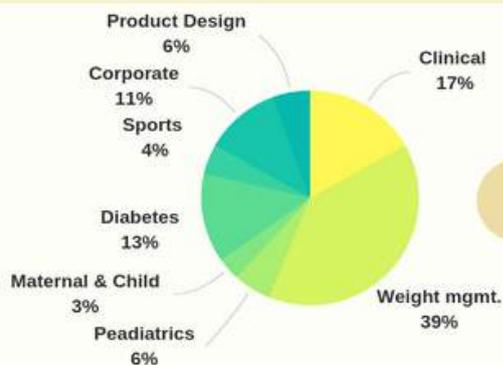
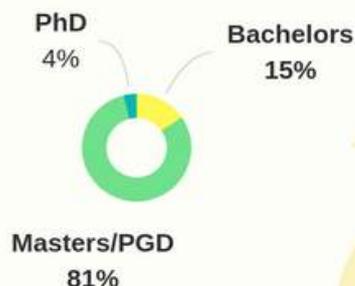
22 Cities



6 Countries

PROFILE OF NEP FELLOWS

EDUCATION



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



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



NEP Winter Cycle

January 26th to March 9th, 2019

Last day to Apply - *December 31st, 2018*



NEP Monsoon Cycle

August 15th to September 30th, 2019

Last day to Apply - *July 23rd, 2019*



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 within one week after completion of the final interview stage. 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



Program fees for NEP Online program:

For Indian nationals: 33000 INR (All inclusive)

For Foreign nationals: USD 500 (All inclusive)

Includes:



6-week intensive online program



100+ hours of video lectures (access to NEP online learning portal with web and mobile app)



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



90 day support post program completion



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

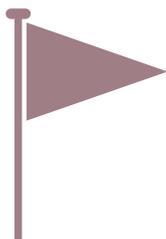


8 live interactive sessions via video webinar + comprehensive one-on-one support over phone and email.



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 the personal interviews. Participants will be assessed based on their financial status, commitment toward nutrition, community service, and leadership qualities.

June 2016 Fellows



Manali Sherkane

BSc in Food Science
and Nutrition
Mumbai



Anagha Desai

MSc in Nutrition
and Dietetics
Mumbai



Simmi Khanna

PG in Nutrition
and Dietetics
Jamnagar



Vaishali Ratnam

MSc in Food Science
and Nutrition
Mumbai



Nusrat Patel

MSc in Nutrition
and Dietetics
Mumbai



Jaini Shah

MSc in Food Science
and Nutrition
Mumbai



Ekta Chheda

MSc in Clinical Nutrition
and Dietetics
Mumbai

September 2016 Fellows



Soumya Peeru

MSc in Dietetics
and Food Service Management
Mumbai



Shikha Gala

MSc in Food, Nutrition
and Dietetics
Mumbai



Manoli Doshi

BSc in Food Science
and Nutrition
Mumbai



Mudra Gohil

MSc in Clinical Nutrition
and Dietetics
Mumbai



Deepa B.R.

MSc in Food Science
and Nutrition
Mysore,



Roshan Lopes

PG Diploma in
Clinical Research
Mumbai

January 2017 Fellows



Kejal Sheth

BSc in Food Science
and Nutrition
Mumbai



Sakina Patrawala

PG Diploma in Dietetics
and Applied Nutrition
Mumbai



Disha Jhaveri

PG Diploma in Clinical
Nutrition and Dietetics
Mumbai



Mittal Waghela

MSc in Food Science
and Nutrition
Mumbai



Tareshi Dixit

MSc in Clinical Nutrition
and Dietetics
Mumbai



Shweta Nagar

Masters in Food Science
and Nutrition
Ahmadabad



Sushma Gumma

PG Diploma in Clinical
Nutrition and Dietetics
Vijayawada

April 2017 Fellows



Zoya Fazal

Bachelor's in Food Science
& Nutrition
Mumbai



Disha Bagadia

PG Diploma Clinical Nutrition
& Dietetics
Mumbai



Akshee Bansal

Masters in Dietetics
and Food Service Management
Ambala



Sidra Bedar

PG Diploma Clinical Nutrition
& Dietetics
Lucknow



Aswwini Sagarr

Master's in Nutrition
and Dietetics
Hyderabad



Shipra Bhatnagar

PhD in Food and Nutrition
Ahmedabad



Pooja Marathe

Master of Business Administration
(Food and Agri Business Management)
Hyderabad

June 2017 Fellows



Asha Nair

MSc in Clinical Nutrition
& Dietetics
Kochin



Dhanshree Pachorkar

Bachelor's in Nutrition
& Dietetics
Nashik



Hetal Saraiya

PG Diploma in Nutrition
& Health Education
Ahmedabad



Mihika Mittal

PG Diploma in Nutrition
& Health Education
New Delhi



Pinank Gupta

BSc in Food Science
& Quality control
Vadodra



Shilpa Talati

PhD in Food
and Nutrition
Ahmedabad

September 2017 Fellows



Anuja Dharap

Masters in Clinical Nutrition
& Dietetics
Mumbai



Chetna Bansal

Masters in Clinical Nutrition
& Dietetics
New Delhi



Mrinali Divecha

Masters in Food Science
& Nutrition
Vadodra



Dhruvi Rathod

PG Diploma Clinical Nutrition
& Dietetics
Bangalore



Saba Mohd Sabir

PG Diploma in Nutrition
& Dietetics
Mumbai



Hetal Kuchara

Masters in Food Science
and Nutrition
Ahmedabad



Uma Borkar

Masters in Nutrition
& Dietetics
Mexico, USA

September 2017 Fellows



Anuradha Shah

Masters in Public Health
Pennsylvania, USA



Gurmeet Kaur

Masters in Dietetics
& Food Service Management
Jammu



Abeer Sayed

Masters in Nutrition
& Dietetics
Mumbai



Saloni Bhatt

Masters in Food Science
& Nutrition
Mumbai



Vijeta Goyal

Masters in Dietetics
& Food Service Management
Bangalore



Rukhsar Falke

Bachelor's in Dietetics
Mumbai

November 2017 Fellows



Qudshiya Motiwala

Masters in Public Health
& Nutrition
Vadodra



Riya Malushte

Msc in Nutrition
& Dietetics
Pune



Vasundhara Arora

Masters in Clinical Nutrition
& Dietetics
Pune

**NUTRITIONIST
ENTREPRENEURSHIP
PROGRAM**

2018 NEP Fellows



Ankita Chowdhury

Masters in Dietetics & Food
Service management
IGNOU



Lata Sharma

Masters in Nutrition
and Dietetics
Delhi



Prachi Sawtekar

Masters in Sports
Nutrition
Mumbai



Vishwa Patel

Bachelor's in Foods
and Nutrition
Baroda



Riya Mehta

Bachelor's in Food Science
and Nutrition
Mumbai



Richa Singh

MSc Food Science
and Nutrition,
Lucknow



Priyanka Shetty

Masters in Clinical
Dietetics
USA



Krutika Nanavati

BSc in Foods, Nutrition
and Dietetics
Mumbai



Rachel Deepthi

Masters in Clinical
Nutrition
Chennai

2018 NEP Fellows



Saima Shaikh

MSc in Clinical nutrition
and dietetics
Mumbai



Sania Qureshi

M.Sc. Foods & Nutrition
(Dietetics)
Delhi



Anuja Dani

Masters in Nutrition
and Dietetics
Pune



Roomani Jain

Master's in Food
and Nutrition
Rajasthan



Purabi Gunjal

Masters in Nutrition
and Dietetics
Pune



Achala Nuguri

Masters in Food Science
and Nutrition
Bangalore



Abha Sardesai

Masters in Clinical
Nutrition
Mumbai



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 program for qualified Nutritionists and Dietitians with bonafide degrees irrespective of their country of origin.
- 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 behaviour may hamper your chances of getting selected.
- You will have 3 weeks 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 whom 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 the 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 (USD \$100). 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: +91-9769271898



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



Website:
www.MyNep.org

NUTRITIONIST ENTREPRENEURSHIP PROGRAM

www.myNEP.org



Join the Nutripreneur Revolution!