



Recognised by Govt. of India.

# SUNDARBAN RURAL COMPUTER LITERACY DRIVE & VOCATIONAL TRAINING CENTRE

VILL - GOBARDHANPUR, P.O. +P.S. - KAKDWIP, DIST-24 PGS (S), WEST BENGAL, 743347

☎ : (+91)-9378180038 / 9333351829, ✉ : srclld@rediffmail.com, 🌐 : www.srclld.website.org

## REQUIREMENT DETAIL FOR OPENING NEW STUDY CENTRE

### Franchisee Proposal

#### ❖ Franchisee Terms

- Minimum 200-sq. ft. area required.
- Minimum 4-6 computers required.
- Franchisee Fees: 10000/-.
- Extra Taxes & Hidden Charges: NIL.
- Get minimum 20,000/- to 1 Lac income per month.
- Teach every one, No Cast bar, neither Age bar nor any Income proof required.
- We provide Faculty Training Free of Cost.

#### ❖ Eligibility

- You should have any knowledge and experience in this field.
- You should have well profile and having capacity for social work.
- You should have good accommodation and reachable location.

#### ❖ Steps of open SRCLD & VTC Education Centre's study centre

- Submission of the Application Form.
- Any Person/Institute/Society/Trust/Organization can open Study Centre.
- Apply franchisee Application form with complete details of Applicant, premises, available hardware, plans for business development.

#### ❖ Inspection & approval

- Please send franchisee form along with all required documents with Demand Draft as Inspection & approval Charges Rs.- 5000 (Five Thousand only) by Demand Draft in favour of (SUNDARBAN RURAL COMPUTER LITERACY DRIVE & VOATIONAL TRAINING CENTRE)

PAYABLE at KAKDWIP and send across to SUNDARBAN RURAL COMPUTER LITERACY DRIVE & VOATIONAL TRAINING CENTRE.

- In case the proposed site is not found suitable then amount of Rs.5000/- Demand Draft will be refund.
- After Inspection and Approval Send Rs.10000/- (Ten thousand only) as Franchisee Fee.
- i.e. Rs.5000/- Inspection & approval Charges.
- Rs.10000/- Franchisee Fee.
- Total Fees For New Study Centre affiliation Rs.15000/- (Fifteen Thousand only)
- Within 5-7 days you will receive approval letter after verification of your proposed place.
- After sending the approval letter SRCLD & VTC will send you required documents.

#### ❖ Agreement

- Once your franchisee application is approved, SUNDARBAN RURAL COMPUTER LITERACY DRIVE & VOATIONAL TRAINING CENTRE will send you agreement document it is valid for next 1 (ONE) years. In case if any required document is pending and we not receive it within a week of approval, your franchisee application will be rejected. After signing the legal agreement, the new franchisee centre would send the Faculty/Counsellor/Centre Manager to our HO/RO for training if required. The training would be 100% FREE. Advertisement and publicity material will be handed over for the final launch of the new centre.

#### ❖ Marketing Support

- For the development and advertisement of your centre, SUNDARBAN RURAL COMPUTER LITERACY DRIVE & VOATIONAL TRAINING CENTRE Head Office will provide you guidance.
- For the initial advertisement of your centre.
  - ◆ Big Main board flex of 30 sq. ft.
  - ◆ 3,000 leaflet will be provided FREE of cost to study centre, time to time.
- SRCLD & VTC do not force you for centralized expensive add, instead SUNDARBAN RURAL COMPUTER LITERACY DRIVE & VOATIONAL TRAINING CENTRE ask you to focus more on local newspaper advertisement as students from local 4-7 km area will join your centre. Coupled with local newspaper advertisement, Advertisement cost in local/ regional newspaper is shared equally among all franchisees, all this is so effective that if your requirement is of 100 students, you will get much more than the required students. If you try a little bit harder than you can generate Rs. 20,000/- thousand to 1 lack per Month and (2 to 12 Lac Yearly) easily for only 125-250 students per month. The ratio of amount is increase and decrease according to strength of students. But if you put more efforts by opening 5-10 more centres in your area around 7 to 30 Kilometre distance then we will give you Rs. 1000/- to 2000/- per centre for opening and 15% to 25% of total Royalty which is centre receive per session from us. So you can increase it to Rs. 3 Lacks to Rs. 20 Lacks easily and proven track record & a successful business model with a National level.
- SRCLD & VTC would like to open franchise all over India.

#### ❖ After starting the Centre

- The entire Technical and Marketing support required for establishing the training centre will be provided by SRCLD & VTC, which will include set of the following but cost of local advertisement and marketing is borne by franchisee.
- Books.

- Brochure.
- Course Content leaflets.
- Brand Flex or Sign Board.
- Student Identity Cards.
- Faculty teaching material.
- Sales Promotional Material Formats for Newspapers, Matter for Cable advertisements.
- Set of student exercises for most of the courses.
- Job opportunities to Diploma holder in different parts of India with the help of Internet & corporate sector & Placement agency.
- Global Advertising and Marketing on our website.
- The testing of various modules will be controlled by US in terms of setting up of projects and evaluations. All Diplomas and / or Certificates will be awarded by PIMT (A Education unit of Barat Sevasram Sangha), MVRA (Manav Vikash Research Associates), on behalf of SUNDARBAN RURAL COMPUTER LITERACY DRIVE & VOCATIONAL TRAINING CENTRE (HEAD OFFICE) only after the Students have successfully completed the course.
- Advertisement cost in local/ regional newspaper is shared equally among all franchisee.
- Advertisement at national level is 100% borne by SUNDARBAN RURAL COMPUTER LITERACY DRIVE & VOCATIONAL TRAINING CENTRE, Gobardhanpur (Kakdwip) (HEAD OFFICE).
- Promotional material like brochures, prospectus etc. will be supplied at production cost by SUNDARBAN RURAL COMPUTER LITERACY DRIVE & VOCATIONAL TRAINING CENTRE, Gobardhanpur (Kakdwip) on requisition by the franchisee.
- Franchisee will send all form of students at the time of registration within 30 to 45 Days along with registration and examination amount to SUNDARBAN RURAL COMPUTER LITERACY DRIVE & VOCATIONAL TRAINING CENTRE, Gobardhanpur (Kakdwip), Head office.
- In first phase we will give rights to franchisee for 3-month (Certificate in Computer Basic Training) course, if performance is better of students and franchisee then we will give permission to franchisee for diploma course.

❖ **SUNDARBAN RURAL COMPUTER LITERACY DRIVE & VOCATIONAL TRAINING CENTRE offers a unique style of learning**

- One computer: One student (According To Arrangement).
- Maximum Instructor to Student Ratio
- Sessions: Each session will be of TWO hours.
- The timing can be fixed based on our mutual convenience, between 8.00 a.m. to 8.00 p.m.
- Study centre arrange classes from Monday to Saturday.
- Every Saturday arrange extra/improvement class /Internet Session or weekly test it is depends on circumstances.
- If any students want to complete their course in short period then study centre have to arrange extra time to complete their course after received their Registration & Exam fee.
- Course duration in days = total sessions divide by number of sessions per day.
- Head office will send all certificates franchise within 90 days and franchise distributes certificate to student on time.
- If franchisee want to run other payable professional or technical courses then franchisee pay only 15% of total fee excluding registration and examination fee to SUNDARBAN RURAL COMPUTER LITERACY DRIVE & VOCATIONAL TRAINING CENTRE and remaining 85% for franchisee.

- If franchisee search new study centres in his area around 7 to 30 Kilometre distance then SUNDARBAN RURAL COMPUTER LITERACY DRIVE & VOCATIONAL TRAINING CENTRE will give you Rs. 1000/- to 2000/- per centre for opening support and 15% to 25% of total amount which is study centre receive per session Amount.
- If numbers of study centres are around 5 than you are eligible for Master franchise and the percentage of grant is increase.

❖ **The below chart gives you the layout of the Services provided by SUNDARBAN RURAL COMPUTER LITERACY DRIVE & VOCATIONAL TRAINING CENTRE Services provided by us (Franchiser).**

- The franchise centre will operate under the banner of SUNDARBAN RURAL COMPUTER LITERACY DRIVE & VOCATIONAL TRAINING CENTRE.
- We also offer 24 hour support for our valuable customers.
- Guidelines will be given by SUNDARBAN RURAL COMPUTER LITERACY DRIVE & VOCATIONAL TRAINING CENTRE, Gobardhanpur (Kakdwip) (Head Office) on the layout of the Institute.
- Guidance will be provided by SUNDARBAN RURAL COMPUTER LITERACY DRIVE & VOCATIONAL TRAINING CENTRE, Gobardhanpur (Kakdwip) in the recruitment of Centre manager, Faculty members, Counsellors etc.
- Advice and Guidance will be provided on the Administration of the Institute.
- SUNDARBAN RURAL COMPUTER LITERACY DRIVE & VOCATIONAL TRAINING CENTRE will provide one time Training to four staff members of the franchise in two phases i.e. 1st Phase - 30 days (4 staff members) and 2nd Phase -15 days (1 staff member) at any of our branch if required, as part of the franchise arrangements. (\*The cost of traveling, lodging and boarding will be borne by the franchisee.)

Sl. No.	Centre Category	Provided Area	Requirement
1.	Master Franchisee	7 to 30 KM (Radius)	<ol style="list-style-type: none"> <li>1. 500 sq. ft. area.</li> <li>2. Minimum 6-10 computers.</li> <li>3. Knowledge &amp; Experience in this field.</li> <li>4. Capacity for social work.</li> <li>5. Good accommodation and reachable location.</li> <li>6. Local area marketing Experience &amp; Manpower support.</li> <li>7. Inspection &amp; Approval Charges Rs. – 5000/-</li> <li>8. Franchisee Fees – 20000/-</li> <li>9. Minimum 2 (Two) Faculties, 1 (One) Receptionist &amp; 1 (One) Peon.</li> <li>10. Own &amp; Land identification proof.</li> <li>11. Trade License.</li> <li>12. Minimum no. 5 (five) centres eligible for Master Franchisee in 6 ( Six) months.</li> </ol>
2.	General Franchisee	7 KM (Radius)	<ol style="list-style-type: none"> <li>1. 200 sq. ft. area.</li> <li>2. Minimum 4-6 computers.</li> </ol>

			<ol style="list-style-type: none"> <li>3. Knowledge &amp; Experience in this field.</li> <li>4. Capacity for social work.</li> <li>5. Good accommodation and reachable location.</li> <li>6. Inspection &amp; Approval Charges Rs. – 5000/-</li> <li>7. Franchisee Fees – 10000/-</li> <li>8. Minimum 1 (One) Faculties, 1 (One) Receptionist &amp; 1 (One)</li> <li>9. Own &amp; Land identification proof.</li> <li>10. Trade License.</li> </ol>
--	--	--	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**Don't worry, we are always with you. Please, Call: (+91)-9378180038 make feel free.**

