

BUSINESS PROPOSAL

Edutech 
Skills. Jobs. Empowerment



Edutech Skills Solutions
Associated with NIESBUD
(Ministry of Micro, Small & Medium Enterprises, Govt. of India)

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Vocational Education - Current Scenario

Vocational Education in India aims to develop skilled manpower through diversified courses to meet the requirements of mainly the unorganized sector & to instill self employment skills in people through a large number of self employment oriented courses. Vocational Education is imparted through industrial Training Institutes & polytechnics. One of the weakness of Indian Education system is that it does not give due importance to vocational education. **As a result, there is a mismatch between the skilled manpower required & skilled manpower available.** Every year we produce millions of graduates who do not have the specific skill sets required by the market. If this trend continues, it would hurt our economic growth in the long run. **To change this situation, first we need to change our mindset. In India, people are obsessed with attaining graduation degree & generally look down upon vocational education.** This has resulted in a situation where on the one hand, there are scores of unemployed graduates & on the other hand, there is a huge shortage skilled manpower. 55% of Indians [550 million people] are below 30 years of age & 70% of Indians [700 million people] are below 35 years of age.

While Indians need IITs, IIMs & Medical Colleges, the real requirement is for primary education, secondary education & vocational training. India's population needs basic education facilities, while at least 90% need to get into some sort of vocational training after high school.

In a country like Germany, the universities are empty. In fact, they are free for any one to join (even foreigners are welcome) because very few students want to study there. University education does not necessarily prepare the youth for life, also, there is no guarantee of a job after a university degree.

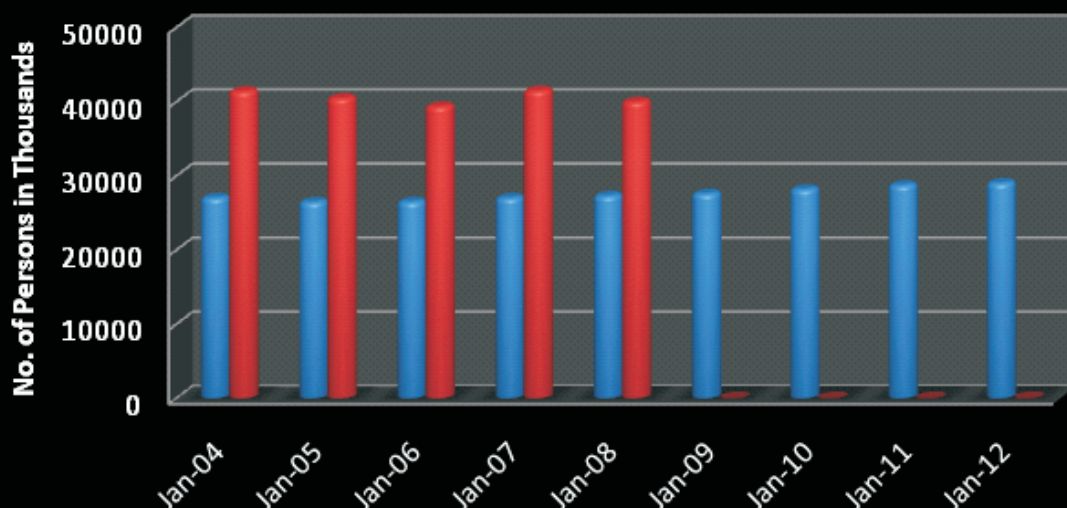
It is for this reason that 80% to 90 % of the youth, after standard 10th, opt. for vocational training where they work part time [at minimum wages], as apprentices, with industries and trade for two to four years and study simultaneously in a vocational training institute, for learning the theory and acquiring the relevant knowledge.

Vocational Education & Training Employment Vs Unemployment in INDIA

It is pertinent here to note that only 5% of India's existing workforce has received skill training as against 96% in Korea, 75% in Germany, 80% in Japan and 68% in United Kingdom¹. VET needs to be given high priority in India. Skill development is crucial to reap the demographic dividend in India, where the size of the working age population, as per the annual budget 2008-09, is estimated to increase from 77.5 crore in 2008 to 95 crore in 2026. NKC has earlier recommended the need for grassroots reforms in this area, such as innovative delivery models, re-branding, improving certification and monitoring as well as increasing flexibility of VET with the school and higher education streams. Currently, there is stigma associated with VET as a result of various systemic flaws, such as the following -

- Returns from VET are low and the quality of training does not meet the needs of industry
- There is little incentive to pursue VET courses since most of these do not lead to a job
- Facilities in most VET institutes are old and outdated
- Different aspects of VET are in the hands of different ministries and therefore VET has become a 'policy orphan'
- There is lack of any assessment of skills and requirements at the entry stage itself
- There is need to provide incentives for training in spoken and written English
- Performance outcomes in VET institutions are not measured with industry participation and there is no incentive for better performance
- Current certification systems are inadequate and in need of overhaul. The emphasis should be on designing institutional systems that are 'accreditation-light' and 'certification-heavy', focusing more on empowering the student for a variety of industry needs.

Employment Vs Unemployment in INDIA



	Jan-04	Jan-05	Jan-06	Jan-07	Jan-08	Jan-09	Jan-10	Jan-11	Jan-12
Employed Person	27000.3	26442.7	26458.4	26993	27276	27549	28172	28708	28999
Unemployed Person	41389	40458	39348	41466	39974	0	0	0	0



NIESBUD

The National Institute for Entrepreneurship & Small Business Development
An Apex Body of Ministry of Micro, Small and Medium Enterprises, Govt. of India



NIESBUD -The National Institute for Entrepreneurship and Small Business Development is an apex body under the Ministry of Micro, Small and Medium Enterprises, Govt. of India for coordinating and overseeing the activities of various institutions/ agencies engaged in entrepreneurship.

The policy directions and guidance of the Institute is provided by its Governing Council whose Chairman is the Minister of MSME. The Executive Committee consisting of Secretary (Micro, Small & Medium Enterprises) as its Chairman and Director General of the Institute as its Member-Secretary, executes the policies and decisions of the Governing Council through its whole-time Director General. development particularly in the area of small industry and small business. The Institute which is registered as a Society under Societies Registration Act, 1860 (XXI of 1860), started functioning from 6th July, 1983.

The basic objects for which the Institute has been established are: Promotion and Development of Micro, Small and Medium Enterprises including Enhancement of their Competitiveness through Various Activities. The Institute has Conducted a total of 7913 Training Programs covering 2,07,554 Participants which includes 163 International Training Programs with 2,528 Participants from more than 125 Countries till 31st August, 2013.

Edutech Skills Solutions

A leading ICT based vocational training provider in India
Associated with The National Institute for Entrepreneurship & Small Business Development,
(Ministry of Micro, Small and Medium Enterprises, Govt. of India)

Edutech Skills Solutions (A Unit of Edutech Foundation) is primarily engaged in the areas of skill development and training. Edutech aims to develop and offer efficient, innovative, and low cost learning solutions to bridge the gap between the available talent and the market needs. Edutech Skills Solutions is offering a host of Certificate, Diploma and Advance Diploma programs in the fields of Software & Information Technology, Hardware, Designing, Accounting, Sales and Management, Employability Training and more Job-oriented Vocational Trainings.

Our Vision

To be proactive in creating & providing quality and cost effective ICT based training and solutions relevant to the needs and circumstances of the regions and widest possible range of learners of India.

Our Mission

To be a leader in delivering innovative vocational and technical education nationally. Our aim to bridge the gap between vocational and academic streams to allow students to select both academic and vocational subjects as their optional subjects.

Our main objectives

- To provide open and flexible learning technology,
- To serve group and individual needs,
- To introduce and deliver new generation training options,
- To create a pool of personnel in appropriate numbers,

Support to Learners

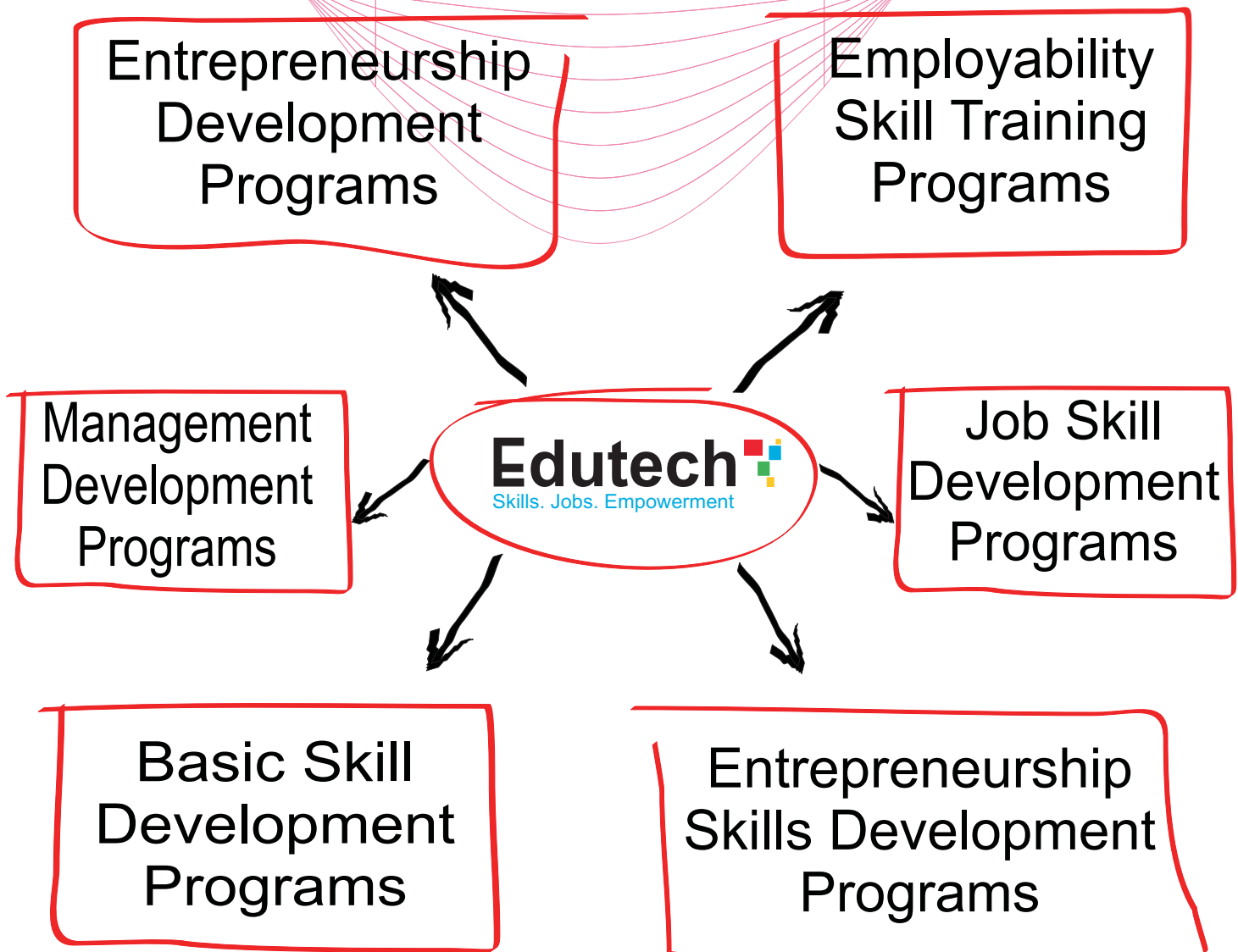
- Career Counseling
- Personality Development
- Resume Development
- Placement Assistance

Description of services

Edutech offers diversified vocational/ technical training programs to enhance capabilities of students/ youths to generate self employment and avail opportunities in both the organized and the unorganized sector.

Edutech identified a set of skills (Skills- the key to getting a job) needed by youth to succeed in today's world.

In its current phase of development Edutech provides local communities educational products which focus on Entrepreneurship development Skills, Job related skills, Capacity building and more Vocational skills.



Description of services **Employability Training Programme**

EDUTECH SKILLS SOLUTIONS

An Institute for Employability Skills Development

Offers

Retail Sales Associate Programme



A Short Term (1Month) Training Program with 100% Job Assurance
Job Interview/Placement within 30 – 60 days after completion of such training with reputed retail companies like - **Pantaloons, Globus, Mom & Me, Big Bazaar, Shoppers' Stop, Birla Group etc.**

100% Job Opportunity with reputed retail brands and full satisfaction for long-term career path

For unselected candidates, a Quality Improvement Training will be provided free of charge before re-arranging interview. We arrange next interview on priority

Nationally recognized Govt. certificate from NIESBUD (Ministry of Micro, Small and Medium Enterprises, Govt. of India)



We support candidates to search/find new job after successful completion of one or two years of their first job.

We provide on job training with reputed retail sector companies
Our training is delivered by industry experts totally in corporate training environment

We specially emphasis on personality grooming and communication skill development



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Training Methodology

The key features in the training method involves –

- 📧 Usage of Psychometric tools effectively.
- 📧 Media based learning (video, audio, broadband).
- 📧 Group facilitation in workshop.
- 📧 Special emphasize in soft skills and personality development.
- 📧 Interview handling techniques.
- 📧 Seminars and workshops.
- 📧 Home assignments.
- 📧 Industry oriented course curriculum with regular updating of course.
- 📧 Study material designed and developed internally.
- 📧 Basic to advance level training.
- 📧 Extensive practical sessions, Case Studies and Role Play for better understanding and easy retention.
- 📧 Before training the students, programs are extensively field tested to ensure that training objectives are met.
- 📧 Internal and high standard certification mechanism to certify.
- 📧 Use of state of the art in infrastructure with modern laboratories, computer facilities and audio video aids.

The Edutech Edge for Association

Strategic partnership & alliances

Edutech Skills Solutions, being part of Edutech Foundation has association with NIESBUD – The National Institute for Entrepreneurship and Small Business Development (An apex body of Ministry of Micro, Small and Medium Enterprises, Govt. of India). Having alliance with the major Govt. organization gives it an edge to offer high end and cost effective training programs.

Proper and standardized manuals and training aids

There are students and instructor guidelines ready reckoners and slide presentations to keep the trainer focused on the subject. Lot of emphasis is given to the practical training.

Comprehensive content

Methodical and comprehensive course content is followed. The quality of courseware is created after a lot of research and as per the requirements of the industry. Our internal team keeps track of the latest updates so as to enhance and upgrade the courseware from time to time. Special emphasize is given on soft skills in the technical programs. Hands on training is provided so that the students knowledge is at par with changing technologies.

Established Faculty

Edutech has core technical team of trainers who are experienced and certified. Faculty development is a continuous process at Edutech's regional centres.

Placement through Edutech

At Edutech, the placement and Corporate Resource Cell (CRC) is dedicatedly working towards partnering with the corporate and various industrial associations, with an objective to help the students understand the organizations and their requirements as well as prepare the students not only for their first job but also for a life time.

Support Services to Franchise

Established Brand Name:

Edutech is an established name and has a strong backing of *National Institute for Entrepreneurship and Small Business Development - NIESBUD (An autonomous institution under the Ministry of Micro, Small and Medium Enterprises, Govt. of India)*. The centres would be fully managed and owned by the entrepreneur under professional monitoring of the franchisee support team of Edutech.

Infrastructure Development:

An interior plan along with the specifications, color combinations, design and layout would be extended to the franchisee for the infrastructure development at your location.

Manpower Recruitment:

As we required skilled and dynamic manpower for this kind of venture, our support teams would shortlist and recruit the manpower for your branch to handle of marketing technical and administration.

Operational Support:

Support and guidance required to start the operation of a branch in terms of standard of rating procedures, key performance indices, would be extended to all the Edutech branches.

Marketing and Promotional Support:

Our support from the nodal hubs shall be extended and suggestions and guidance for the marketing and promotional activities at your branch will be provided regularly. Local campaigns will be planned. Guiding and planning in local marketing activities, posters, banners, news paper inserts, advertisements etc. Designing of all marketing collaterals, brochures etc.

Training Supports:

Training operation guidelines through the training manuals, lesson plan, faculty guideline, record keeping, MIS and reporting structure is provided to every branch.

Course Materials:

Course materials will be designed and updated at regular intervals by our team.

Certificate of Excellence:

Edutech and NIESBUD will award, its prestigious certificates to all Successful candidates.

Partner Meets:

Periodical partner meets would be conducted to review the entire education and training business in the region and to get the best feedback on facts and figures and overhaul the system to achieve the best result in future.

Benefits

- Government certificate.
- Marketing on the behalf of NIESBUD and MSME.
- Pilot basis government sponsored Programs.
- Training of Trainers in our Campus.
- Job opportunities with different industries and employers.
- Career exposure through participation in Job fairs/ Recruiters meet organized by NIESBUD.
- Tie-up with Achhinaukri.com <http://achhinaukri.com/> and Naukri.com <http://www.naukri.com/> for job opportunity in different Industry.
- Government jobs opportunity.
- Awareness of government schemes for Starting your own business.
 - ❖ RGUMY - Rajiv Gandhi Udhyami Mitra Yojna,
 - ❖ PMEGP - Prime Minister Employment generation Programs,
 - ❖ Self Employment Schemes(for more details <http://niesbud.nic.in/docs/SelfEmploymentBook.pdf>)
- Financial Assistance with OBC (Oriental Bank of Commerce) and other Nationalised Banks.
- Assistance from DIC (District Industries centre) to the students who are interested in setting up their own Enterprises.
- Financial assistance to the students having NIESBUD's certificate in setting their enterprise under PMEGP scheme of Government.

Placement Supports

We are committed to support all candidates in getting employment or self employment after successful completion of selected training programs. NIESBUD is continuously organizing Recruiters' Meet for the beneficiaries of the training activities of the Ministry of Micro, Small and Medium Enterprises (MSME) who are looking for wage employment in the different trades of Manufacturing industries, Retail Management, Hotel & Hospitality, Garment Designing, Food Processing, Travel & Tourism, Artificial Jewelry Making, Computer Hardware & Networking, Desktop Publishing (DTP), Web Designing, AC, Water Cooler & Refrigerator Repairing, Photography & Photoshop, Household Electrical Appliances and Mobile Repairing.

We also support our trainees for getting jobs in Govt. sector by sharing information regarding state wise vacancies, its procedures like application and examination.

Candidates who are interested in self employment, after completion of Entrepreneurship Development Program, organization supports them in setting up their enterprises/business. The organization have proper relation with DIC and other related agencies who are directly involved in the process of establishment of any enterprises.

Placement Leaders



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Placement- Recruiters' Meet



The National Institute for Entrepreneurship & Small Business Development (NIESBUD), an autonomous institution under the Ministry of Micro, Small & Medium Enterprises, Govt. of India, which has been organizing different kind of skill development programs/entrepreneurship-cum-skill development programs/ entrepreneurship development programs throughout the country, organized a Recruiters' Meet/Job Fair at its Campus in NOIDA on April 04, 2012 in association with M/s MITCON. The Chief Guest on the occasion was Sh. Anurag Misra, Director & GM- cum- Chief Editor, Employment News, Ministry of Information and Broadcasting, Govt. of India.

The Event was organized for the beneficiaries of the training activities of the Ministry of Micro, Small and Medium Enterprises (MSME) who were looking for wage employment in the trades of Retail Management; Hotel & Hospitality; Garment Designing; Food Processing; Travel & Tourism; Artificial Jewelry Making; Computer Hardware & Networking; Desktop Publishing (DTP); Web Designing; AC, Water Cooler & Refrigerator Repairing; Photography & Photoshop; Household Electrical Appliances and Mobile Repairing.

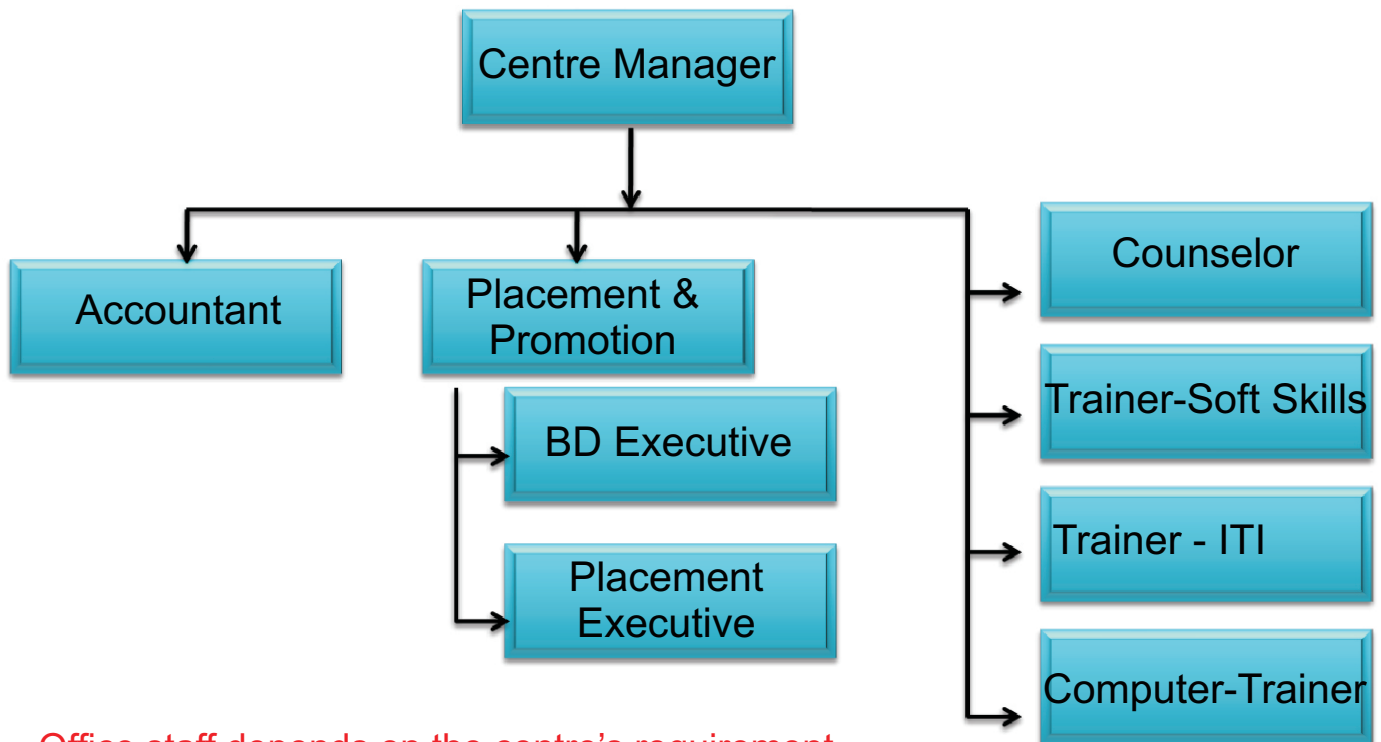
A total of 31 Recruiters' including M/s Walmart, M/s K.S. Enterprises, M/s Unitone Media Pvt. Ltd., M/s Intec Infonet, M/s Naukri.com, M/s Razzak Enterprises etc. participated in the Event. It was quite successful event and about 100 persons have been placed with different employers. Over and above, everyone else got a chance to interact with renowned Job provider like M/s Naukri.com and other consultancy services with the assurance that they will be placed soon.

Speaking on the occasion, Shri Arun Kumar Jha, Director General of NIESBUD elucidated that the first priority to conduct the different skill training activities by the Institute is to promote self employment (Entrepreneurship) among the participants with the wage-employment. In view of the tremendous response generated by the Event, Shri Jha expressed hope that the Institute will organize more such Events in near future.

Sample Certificate



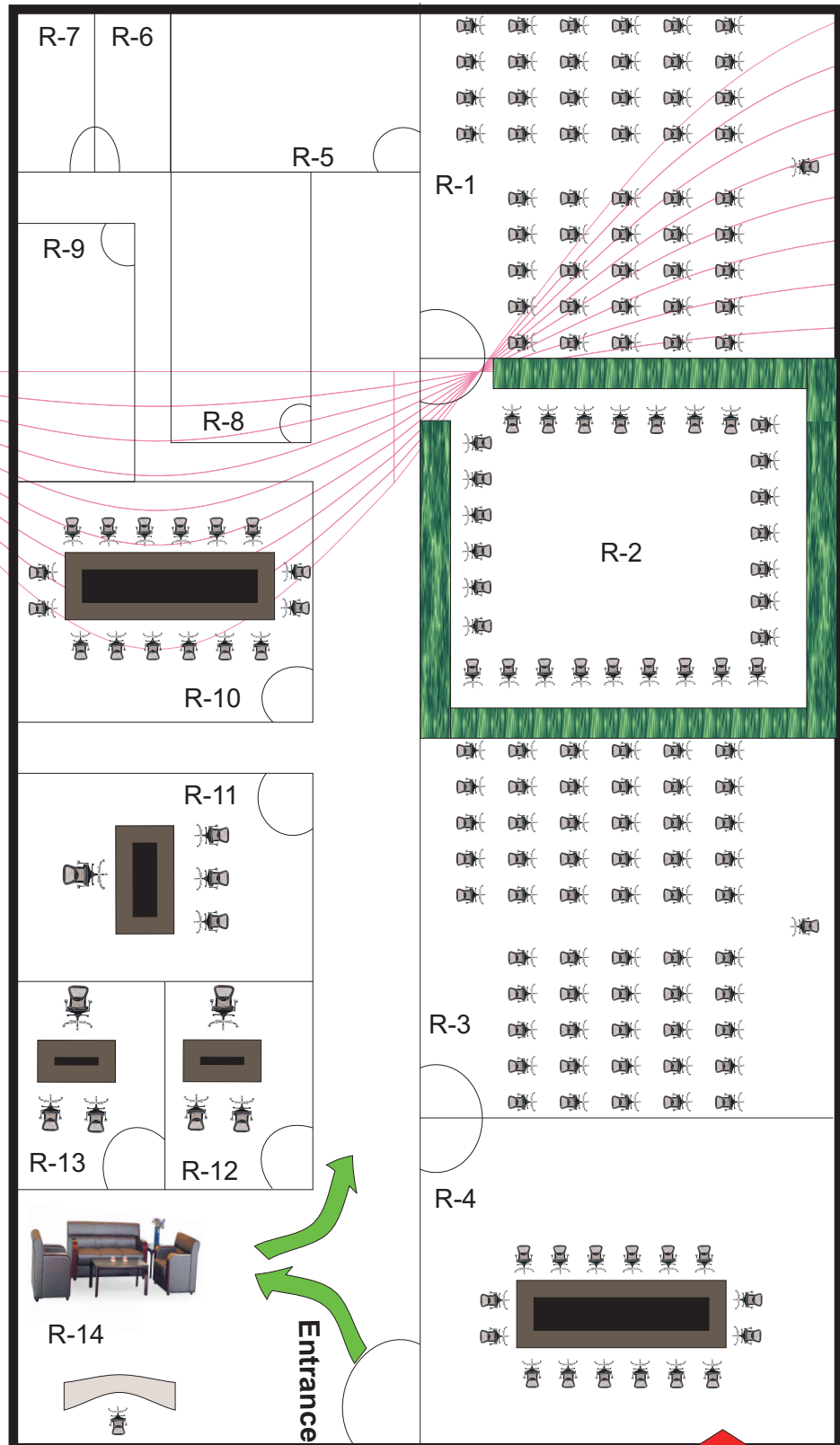
Organisational Chart at The Centre



Office staff depends on the centre's requirement

Layout Plan for setting up an Edutech Centre

- R-1: Class Room-1
- R-2: Computer Lab
- R-3: Class Room-2
- R-4: Conference Hall
- R-5: Equipment Cabin
- R-6: Washroom - F
- R-7: Washroom - M
- R-8: A/Cs & Admin Cabin
- R-9: Stock/Store Room
- R-10: Meeting Room
- R-11: Manager Cabin
- R-12: Counseling Cabin-1
- R-13: Counseling Cabin-2
- R-14: Reception Area



Franchise Fee & Process

Franchise Fee

₹: 50000



Security Deposit

₹: 200000

Royalty to Edutech

50%
of Gross
Training
Fee

+
Service Tax Extra

Application to be submitted
with Market Survey

Meeting to discuss all the
aspects of association

Sign up the MoU with Edutech

Onsite identification & selection

Layout design

Interior planning

Recruitment & Training of staff

Install equipment

Pre Centre Certification

Centre Certification

Launch

Why Edutech?

Edutech has several key features to boast of for partnering and associating –

- 📖 We are pioneers in entrepreneurship skills development training.
- 📖 Students acquire on- the – job experience for entrepreneurship skills development programs during their learning phase. They are transformed into highly professional workforce, as demanded by the industries in our global economy.
- 📖 We have a research and development department that interacts with industry recruiters and experts for regular inputs to the course curriculum.
- 📖 Technical expertise of international standards for delivery methods and ensuring excellent training.
- 📖 Use of information technology effectively.
- 📖 Provides expertise and support after completion of course.
- 📖 Proven training methodology. A good alternative to conventional education system and for those who look for quality education.
- 📖 Our faculty are highly skilled professionals who possess expertise in their chosen field.
- 📖 Edutech's core idea in imparting quality training is to provide the highest quality training that enables a person to start their career as an professional, in the shortest possible time.

BECOME A PART OF...

EDUTECH SKILLS SOLUTIONS



We welcome your interest in Edutech

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