



JKS INSTITUTE OF GLOBAL EDUCATION

(A NATIONAL COMPUTER LITERACY PROGRAMME UNDER THE MANAGEMENT OF JKSS)

(A venture of JAN KALYAN SIKSHA SAMITI)

AN ISO 9001:2008 CERTIFIED ORGANISATION

(Regd. By Govt of India, NCT New Delhi & UP)

Reg. No: 1K/44936



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JKS BUSINESS PROPOSAL

1. INTRODUCTION

JKS Institute of Global Education was established under the society of Jan Kalyan Shiksha Samiti. The aim of JKS Institute of Global Education is to provide education regarding Computer Courses & technical training for all Students. That offers simple job opportunity and a secure future. The journey begins with vocational course in Delhi and Uttar Pradesh. Today we offer courses on laptop repairing, mobile repairing, computer hardware and networking, all Software courses etc.

The main function of the society is to provide higher technical education in nominal charges for every group of society of Urban & Rural areas all over India and get success in computer revolution which is the main dream of India Govt.

2. WHY EDUCATION?

India's National Policy on Education (NPE) provisioned for an apex body for regulation and development of higher technical education, which came into being as the All India.

India's higher education system is the third largest in the world, after China and the United States. The main governing body at the tertiary level is the University Grants Commission (India), which enforces its standards, advises the government, and helps coordinate between the centre and the state.

Education today is fastest growing sector with returns coming almost immediately due to the low start up time. It requires minimal investment & has a ready market. Also this is a service sector and the scope for service business in any growing economy is high. It is now a serious business with high returns.

The entry of multinational brands in all spheres has led to an increase in consumer spending. This in turn has led to a boom in the retail & export sector with manufactures vying with each other to meet the growing demand. In such a scenario traditional models of education like B.A. or B.S.C in any academic field do not hold promise unless supplemented by specialized education. Here the role of private education sector becomes important as it can adjust to the needs of growing private manufacturing or retail sector.

3. EDUCATION IS THE FASTEST GROWING SERVICES SECTOR

JKS INSTITUTE OF GLOBAL EDUCATION "JAN KALYAN SHIKSHA SAMITI" (Reg. by Govt. of India, NCT New Delhi). [**"A venture of Jan Kalyan Shiksha Samiti For Education & Sewa Sansthan"**] (**'Social Education & Welfare Association "SEWA" SANSTHAN.'**) Our organization is appropriately registered and approved from the relevant State and Central Government bodies and is registered institute in the field of computer literacy program. In India impart training in to various fields : Computer (Software & Hardware, Graphic Design, Web Design, Fashion Design, Auto CAD, English Spoken, Call Center Training, Personality Development, Hobby Classes, Vocational Courses)

4. Brief Details of SEWA SANSTHAN

1. Organized a seminar on importance of 'Information Technology' Computer Education and start computer Certification course for poor student.
2. Organized outstanding large-scale camp for widow, old age & physically handicapped pension camp etc.
3. Organized Computer Fundamental Certification course for poor, needy unemployed educated women with the assistance of Rajasthan Mission of Livelihood of three months.
4. Awarded by Education Minister of Rajasthan Dr. Jitendra Singh for Best & Outstanding Educational Planning Performance in the state.
5. Awarded for Best Educational Planning Services by District Collector.
6. Stared Vocational Training on computers and job-oriented courses like stitching, painting, beautician, mehandi, embroidery, soft toys, etc. to poor & needy women benefited in this vocational training.

5. Why Franchisee?

JKS INSTITUTE OF GLOBAL EDUCATION "JAN KALYAN SHIKSHA SAMITI FOR EDUCATION" NGO (A **Social Education & Welfare Association**) Running **"SKILL DEVELOPMENT & COMPUTER LITERACY PROGRAM"** So **JKS EDUCATION** is an NGO that would provide **FREE COMPUTER EDUCATION** at very nominal charge to be a light for its student and others.

Franchiser offers expertise & knows how and has a proven track record & a successful business model. The growth of franchising is inevitable. Franchising clearly offers aspiring, new business owners the best possible chance of succeeding with the least amount of risk. Within the next 5 years, franchising will comprise over 60% of the retail economy and employ millions of people, and will enable hundreds of people to realize the dream of successful business ownership and financial independence.

6. Why JKS ?

This is a very logical question to ask, when there are a-number of other NGO/institutes claiming to provide similar training for computer courses. Simple and straight reason is "QUALITY PEOPLE FOR QUALITY TRAINING" is the core concern here and JKS follows it strictly. We provide credibility and quality of service and we have put in a lot of hard work to build our credibility with our students-each of whom is now our brand ambassador.

JKS INSTITUTE OR GLOBAL EDUCATION is a leading Global Talent Development Organization of India spanning over **All States** of the country. It takes up resource activities for education and training in Computers, Electronics and Information Technology, keeping pace with the modern advancements on one hand and keeping in view the Indian context on the other. The organization enjoys credibility with a large number of departments in Govt. of India and the State Governments and has carved out a niche for itself all over the country. **JKS INSTITUTE OF GLOBAL EDUCATION** provide “**FREE COMPUTER EDUCATION**” at very nominal charge through our **STUDY CENTER ALL OVER INDIA** for “**SKILL DEVELOPMENT & COMPUTER LITERACY PROGRAM**”, courses designed for skill development with different courses covering to various fields. It is managed under the **JKS EDUCATION [A venture of Jan Kalyan Sisksha Samiti For Education & Sewa Sansthan]** Reg.No: 1k/44936 (Reg. by Govt. of India, UP & New Delhi). **The auspices of A Social Education & Welfare Association "SEWA" SANSTHAN.** “**JKS INSTITUTE OF GLOBAL EDUCATION**” for the propagation of Computer Education for one and all. And for our expansion program we are on the look out for franchisees that would then be running an independent Institute imparting knowledge to produce World class professionals. Becoming our Franchisee will open new entrance for you in the Profit Street for the singular reason that we have an experience of more than 7 years in this field. Association with us ensures stable flow of Business and the contentment of making future professionals. We are not working for profit but working for social service.

JKS INSTITUTE OF GLOBAL EDUCATION is a major Educational NGO in India with major presence in All State of India Country. **JKS Education Center NGO** is dedicated to computer education for people of all class with special emphasis towards deprived and less fortunate people of our society. We are setting up twenty five plus franchisee training centers in the first phase of development in the State of Uttar Pradesh and twenty five plus in other States of the Country. Our organization is appropriately registered and approved from the relevant State and Central Government bodies and is registered NGO in the field of computer literacy program.

Our all courses (including Free Computer Education) meet specific requirements of any company hiring our students. The course content is structured into well-defined modules that include all aspects of an IT Professional. “Quality people for quality training” is our dictum. Only those who have the potential to undergo this demanding training program are enrolled. SPC compound of IT Schools, Training Center and Professional Courses Training Institute and their courses are rated the best of its kind in the IT industry.

We are offering *absolutely Free Franchisee* to interested people /institution/society/ NGO /Trust/Company all over India. Who wishes to set up a benchmark in computer training and education and ready to take all the challenges?

Excellent Business opportunity for expected professional with adequate capital in booming diversified education with top education brand. Franchising is evolving. There are greater op-

opportunities of earning good amount of money & work with NGO without any risk & Investment among both franchisees and franchisors as this evolution progresses. New franchises will be developed while the existing systems become more fortified and continue to grow.



7. JKS Institute of Global Education Franchise

JKS INSTITUTE OF GLOBAL EDUCATION "JAN KALYAN SIKSHA SAMITI" NGO (A Social Education & Welfare Association) has a mission to continue to be the part and parcel of the global development in science and technology with exclusive emphasis on computer based technology. We shall empower the new manpower requirement with computer based skills. It caters to the global advancement through technology. We take up and participate in small and big projects related to computer based training programs in association with corporate and government sector.

Our training programs have been designed as per modern syllabus and simultaneously making it affordable to the community at large. Our centers are fully equipped with latest gadgets manned by qualified technical and experienced professionals. The Institution is in prestigious tie-ups with other valuable organizations in its area of operations

Keeping in view the large demand in IT Industry for IT Professional, JKS was founded to help people who are interested in becoming IT Professional/Accountant. At JKS, we have developed programs meeting the standards set by the various National regulatory bodies the goal of our programs is to develop the skills needed to carry out IT Sector as well as those in the account sector on the ground. At JKS, we understand the importance of having a competitive edge in the challenging world; a Certificate/diploma from us will give you an additional advantage.

Our organization is looking for society/Institutes/Person who are interested in becoming our Franchisee will open new entrance for you in the Profit Street for the singular reason that we have an experience of more than 7 years in this field. Association with us ensures stable flow of Business and the contentment of making future professionals.

Be our part! Be a part of Global success.
Just Join us and open a **JKS Education Center** study center in your own City/Area.



8. Easy steps to open JKS Education Center's study center

We provide you with a complete roadmap to success, from start to finish:

Everything you need to create, operate, develop and make your business successful.

◆ **Step I – Submission of the Application**

First of all, franchisee will have to submit an application form along with required document. In verification if you fulfill all the conditions and the proposed site is found suitable then your application for the franchisee will be approved.

◆ **Step II – Approval Processing**

Along with the application form applicant has to send the initial fees of as **Processing & approval Charges Rs. 5,000 (Five Thousand Rupees only)** by DD in favor of [Jan Kalvan Siksha Samiti](#), PAYABLE at **Auraiya** and sent across to JKS EDUCATION CENTER (JKS INSTITUTE OF GLOBAL EDUCATION) & **the remaining fees deposited 20,000 (Twenty Thousand Rupees Only)** mandatory within 1 Month. After all this processing the approval charges are non refundable after the date of approval. In case the proposed site is not found suitable & Application not accepts then amount of DD will be refund.

◆ **Step III– Agreement**

Once your franchisee application is approved, we will send you agreement document it is valid for next 1 (ONE) years. In case any required document is pending and we not receive agreement within a week of approval, your franchisee application will be CANCEL and processing & approval charges are non refundable after the date of approval. Advertisement and publicity material will be hand over after the final launch of the new centre.

◆ **Step IV– Marketing Support**

For the development and advertisement of your centre, JKS INSTITUTE OF GLOBAL EDUCATION Head Office will provide you guidance. For the initial advertisement of your center JKS provide design of main flex, pamphlets & Poster FREE of cost to study center. JKS INSTITUTE do not force you for centralized expensive add, instead JKS Education Center ask you to focus more on local newspaper advertisement as students from local 4-10 km area will join your centre.

Coupled with local newspaper advertisement, Advertisement cost in local/ regional newspaper is shared equally among all franchisees; this is so effective and proven track record & a successful business model with a National level NGO.



9. Franchise Fee Detail

Master SPC Education Center Fees (All Class City)	Master Franchise	NIL
Sub Franchise Fee (All Class City/Town/Village)	Sub Franchise	NIL
Free Computer Education	Master Franchise & Sub Franchise	Nil

Module- <ul style="list-style-type: none"> • Computer Education • Hardware, Software • Fashion Designing • English Speaking • University Courses • Call Centre Training • Job Placement Agency • Hobby Class Centre 	Master Franchise & Sub Franchise	NIL
Franchise Application Form processing	NIL	
Renewal	Applied	



10. Eligibility Criteria for JKS Franchise

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- You should have minimum 300-sq. ft. Space.
- You should have minimum 4 to 6 computers.
- You should have any knowledge and experience in this field.
- You should have interest for social work.
- You should have good knowledge of the local market.
- You should have Owned / Rented premises for the proposed Educational Center.
- The proposed center should be located on good locality and should be easily approachable.
- You should have financial capability to run a franchisee center.
- The minimum initial investment for the project varies from Rs. 50,000/- Thousand to 1 Lac for non-metro cities and to 1-2 Lac in metro cities. The investment varies with various factors such as the Centre Location, Student Capacity, Duration and the Types of courses to be offered by the centre. **The investment will be very less if there is existing infrastructure and computers.**



11. Benefit to Franchise

- We are registered Reg. By State & (Govt. of NCT of New Delhi) Govt. Of India.
- Franchise Fee: NIL
- Extra & Hidden Charges: NIL.
- Investment: not as much of
- Certification
- Track record of volunteer center and working partner of NGO.
- If Study Center running free computer education course, you can take admission every day/month then you can generate around Rs. 50,000/- thousand to 1 lack per Month. The ratio of amount is increase and decrease according to strength of students. This amount we will transfer in your account after completed the course.
- If Study Center wants to run above mentioned **PROFESSIONAL COURSES (Certificate & Diploma, Self Define Courses)** then Study Center will not pay any royalty percentage of course fee & Registration Charge to SPC only send a small amount.
- If franchisee search new study centers in your area around 10 to 15 Kilometer distance then we will give you support amount per center for opening support.

- If numbers of study centers are around 50 then you are eligible for Master franchise and the percentage of amount is increase.
- In first phase we will give rights to franchisee for (Operator/Office Assistant Training) course Free of Cost at very nominal charge, if performance is better of students and franchisee then we will give permission to franchisee for diploma courses under self define computer education scheme.
- We running “FREE COMPUTER EDUCATION” through our Study center ALL OVER INDIA for “**SKILL DEVELOPMENT & COMPUTER LITERACY**”, the course designed for skill development with different courses covering to various fields.
- All publicity materials like- posters, brochures, pamphlets provided by corporate office.
- Free training of faculty, counselor and center manager if required.
- Additional revenue by providing job placements & Guidance for Admissions.
- The Study Center will be entitled to conduct varied range of courses which will attract more number of students
- JKS INSTITUTE OF GLOBAL EDUCATION will organize & assist in organizing various competitions, Quiz Competitions, Exhibitions, Dance Competitions, In House Parties, etc. so that the students can show their hidden talent in front of others.
- JKS Education Center will support the Study Centers in developing marketing strategies and the Study Centers will get all the Marketing & Sales Plans from time to time by the Corporate Office.
- The Study Centers will also be able to take the Facility of various beneficiary Govt. Projects from time to time which will be funded by different Ministries.
- Extensive training and support to start your business.
- A complete technical and marketing strategy with support visits.
- IT development program as per IT policy of State and Central Government.
- Exclusive tie-ups with 100% Job Placement with Long Term Courses



12. Your Role

- ◆ Arrange for Required Investment to set up the training centre as per the specifications.
- ◆ Follow Standard Operation Procedure and Conduct training at the centers as per guidelines.
- ◆ Create good student’s word of mouth by offering quality training.
- ◆ Properly distribute course material.
- ◆ Examination will be arranged on time to time as per guidelines.
- ◆ Touch with head office in regular basis.
- ◆ Adhere to the policies and procedures mentioned in the franchisee agreement
- ◆ Should upgrade for the new courses launched time-to-time.
- ◆ Create local market awareness by various Ad and College campaigning programs.
- ◆ Weekly & Monthly Reporting as per guidelines.

- ◆ Generate Business as per the targets.
- ◆ Payment for royalty, adv. charges, course material etc. to be done on time



13. Rules & Regulation of the Institute:

1. That the admission shall only be confirmed on the receipt of Enrollment fees.
2. That the fees once deposited shall neither be refundable nor Transferable under any circumstance.
3. That the Reg./roll no. And Identity Card shall only be issued after the confirmation of Admission.
4. That the student shall have to take written content for the change of study Centre.
5. That the Institute shall not be liable for personal belongings what so ever.
6. That Ragging, taking of Alcohol and Drug and Indiscipline shall be result in expulsion from the Institute.
7. That the decision of the Center Head shall be final and binding in Academic Matters.
8. That the Students Securing less than 80% Attendance shall not be allowed to appear for final Examination.
9. That the institute shall arrange weekly improvement/extra class and weekly test
10. That the institute shall arrange monthly examination as per guideline of Head office.
11. That the institute informs to every student that if any absence more than three days without information that student's registration will be cancel.

That the Guardians / Parents are expected to report to Institute's Authorities in matters pertaining to their wards.



14. OUR COMPUTER LITERACY PROGRAM

We take up and participate in small and big projects related to computer based training programs in association with corporate and government sector.

The current scheme for universalization of Education for All is the Skill Development & literacy which is one of the largest education initiatives in the world.

We publish Help Journals to make people aware and encourage them to mix with the computer literate world and keep them update with the latest techniques in the field of computer technology and technology based business prospects.

We provide free education to exceptionally talented poor and orphan students. Our programs aim at meeting computer trained HR requirement at local, national and international level. We also run special programs to train people with latest Techniques to meet documentation challenges of the future. Our goal is to participate in putting all small and large organizations on the computer network.

