



ABOUT US

DEVESH EDUCATION & ACADEMIC is a group partner of M/s. Varia charitable & education trust based in Gujarat.

Mr. Nitin Varia, who is a software engineer from the University of Pune is the founder executive director of DEVESH EDUCATION & ACADEMIC - Jamnagar,

ETH Research Lab of Pune has successfully launched an unique and unmatched computer literacy program in the states of Maharashtra & Rajasthan. DEVESH EDUCATION & ACADEMIC has recently tied up with ETH Research Lab – Pune, as channel partner for The State of Gujarat. The aim of DEVESH EDUCATION & ACADEMIC of entering in to such a strategic tie up with ETH Research Lab is to deliver this Hi-Quality computer literacy program to the Aspiring students of Gujarat through the appointments of numerous franchisee centers spread uniformly all through out The State of Gujarat



ABOUT "ETH"

ETH is a new metaphor for learning that spells 'freedom to learn', using the advances in Information and Communication Technologies (ICT).

ETH, an acronym for Education To home, has embarked on a Mission of bringing multiple Channels of education to the doorsteps of aspiring learners using the continuing advances that are taking place in the Information and Communication Technologies (ICT).

The objective is to make education effective and ubiquitous transcending the barriers of geographies, languages and economic levels using ICT.

In this pursuit, ETH has developed new methods and techniques for teaching and it is in the process of spreading it Nation-wide through network of local learning centers that can transform both formal and informal modes of education.



ABOUT " PUNE UNIVERSITY "

The University of Pune hardly needs any introduction. It is one of the leading and top most universities of India. Spread over a campus of 400 acre (1.6 km²), the university is home to 46 academic departments, 209 affiliated colleges, 118 recognized research centers, with an enrollment of over 1,70,000 students. The University of Pune was established under the Poona University Act, passed by the Bombay legislature on February 10, 1948. It is also known as the 'Oxford of the East' due to the quality of Education delivered.



OUR MAXIM

Devesh Education & Academic aims to deliver this high quality Computer Literacy programme through out The State of Gujarat by appointing Franchisee Centers in each and every corner.

There is always a scope of improvement. This is very much and more true in the field of computer science and its education. While keeping this aim of continuously improving, we have rightly joined hands with ETH Research Lab of Pune to improve the level of computer literacy and education in The State of Gujarat. The students of Gujarat have very high potentials to grow and expand but they need the catalyst to guide them to identify their potentials and to bring them out. ETH Research Lab is a dynamic and suitable institute which can provide the best methods and techniques of computer education to the students of GUJARAT. Our ultimate aim is to see that the students grow to the extent to easily get placements in global companies.



OUR MISSION

National and Multinational Companies in The State of Gujarat do not get adequate number of Computer literate Gujarati aspirants of job. There are good number of Computer literates in Gujarat, but they do not carry a certificate from a prestigious institute like The University of Pune. We provide the world Class Computer Education at the door step of aspiring students in Gujarat, through ETH Research Lab, which carries a certificate from a reputed institute like the University of Pune. It is for the first time that a certificate of University of Pune is availed to the students of Gujarat without having to go and attend colleges in Pune.

WHY WE ARE DOING THIS ?

There are two very rapidly day by day changing factors in the field of Computer Education. First is the “Syllabus” & second is the “Teaching Technology”. First one is however available to the students equally but the second one i.e. the dynamic world class Teaching Technology is hardly ever available to the students of Gujarat. Due to the absence of this factor, they waste their precious time and money and at the same time they don’t get what they really deserve to receive.

We, through our model of franchisee, transfer the actual knowledge of teaching technology of the style of corporate level with our conventional style of teaching, at the local place so that the students of GUJARAT get the quality of education of a prestigious institute like ETH Research Lab of Pune without having to leave their places and go to Pune.

Why you have to grab the opportunity to become our business partner?

It is very simple, If you become our franchisee partner you will become one of the centers of ETH & Pune University - Joint Program, you will be honored with center certificate of ETH & Pune University - Joint program. You will become authorized and proud training center of ETH & Pune University - Joint program to explore the advanced education at your own center. You will be provided strong marketing support through ETH Ltd and DEVEESH Education & Academic for your growth in your place.



CORPORATE BENEFITS

- ▶ Support from Better trained employees.
- ▶ We are the first in the State of GUJARAT to provide IT-Course Certificate from the university of Pune.
- ▶ ETH is an ISO 9001-2000 Certified IT-Education & Training Company for Education & Support Services there of.
- ▶ We aim at ensuring and providing full technical support to our frichisee business owners who have the passion to grow and want to improve their upshots.
- ▶ Students trained under these programmes have better opportunities of placements in reputed companies in this field, than the students of other institutes in the field..

FACILITIES

WHY “DEVESH EDUCATION & ACADEMIC” IS THE BEST ?

- Providing the Brand Name of the ETH & Pune University - Joint program which provides continuously improvised techniques of education .
- ETH is an ISO 9001-2000 certified IT education and training company for education and support services.
- There are many peers in the field of computer education providing their own certificates and not from any recognized University. **We are the first to avail the certificate from a prestigious University like the University of Pune and ETH Research Lab.**
- Complete Training, Marketing, Students kits and advertisement support.
- New program launch every year.
- Online examination facility.
- Quality Courseware material designed by Graphical User Interface (GUI).
- Projects and Assignments
- Facility Training Program (FTP) provided by ETH Research Lab.
- Counseling training program (CTP) provided by Devesh Education & Academic
- Course durations range from 1 to 3 months.
- All the courses are Job Oriented.
- All the students will be provided opportunities for “Work from Home” and “earn while you learn”.
- Reasonable Fees & Installment Facilities
- One Computer per each students.
- 100% online Teaching assistance.

FUTURE PLANS

- ❖ Qualitative and systematic computer education through ETH and Pune University (Oxford of the East).
- ❖ We will provide following beginner series and professional series courses very shortly through online and via satellite (V-Set).

Complit Series

- **Computer Basic**
- **Financial Account**
- **Desktop Publishing**
- **Web Designing**
- **Hardware & Networking**
- **Digital Home**

Beginner Series

- **Certificate in C,**
- **Certificate in C++**
- **Certificate in C#.NET**
- **Certificate in .NET**
- **Certificate in VB.NET**
- **Certificate in ASP.NET**
- **Certificate in Core Java**
- **Certificate in Java servlet & JSP**
- **Certificate in ERP**

Professional Series*

- **Diploma In J2EE**
- **Diploma In .NET**
- **Diploma In ERP**
- **Diploma In Telecom Management**
- **Diploma In Software Quality Testing & many more to come**

FRANCHISEE FEES

I. We Offer : Career Oriented Programs.

**II. Franchisee Fees : For Urban Areas (City) Rs. 50,000/-
For Rural Areas (Town) Rs. 25,000/-
Above are Franchisee Registration
Fees (Non-Refundable Fees) Signing Amount of the
Franchisee Fee must be given – On Signing of
“MOU” (Memorandum Of Understanding)**

**Tenure : The Franchisee agreement will be for a Period of 1
year. After completion of one year franchisee
needs to renew the project same will be renewed on
mutual understanding for next 2 years without
paying registration fees after satisfaction by
franchisee in all respect.**



OTHER TERMS & CONDITIONS

Course Material:

- DEVESH Education & Academic will provide all the necessary course materials free of costs to the students and one set for the franchisee for library purpose.

Advertisements:

- DEVESH Education & Academic will publish one advertisement per month in a local newspaper.
- All advertisement aids i.e. hoarding, promotional materials, brochures etc. will be uniform as recommended by DEVESH Education & Academic.

Admission:

- A student at any center has to fill up an Admission form with three photographs
- A student has not to pay any examination fees. They are included in the course fees.
- Only students registered with us can appear for our examinations.

Course Methodology:

- Course shall be conducted online on computer.
- Student must be provided study materials free of charge by franchisee for the course opted for.
- Online technical support must be provided by the franchisee like FTP.

Examination:

- Initially all exams will be conducted by the franchisee center as per guidance of DEVESH Education & Academic and only students registered with our center can appear for IT.
- Exams will be conducted according to ETH calendar
- Exam details can be sent online and Hall Tickets can be sent with the students.
- All the students scoring above 75% marks shall be awarded by Golden Certificate by the DEVESH Education & Academic at grand functions held at various destinations.



Certification:

- The final certificates will be sent directly to the franchisee center or with the request by the franchisee center to the students through post / courier along with the intimation to the concerned center.

Technical Training:

- The training requirement has to be raised by the franchisee time to time and DEVESH Education & Academic will provide assistance as per the required course coverage.



YOUR MONTHLY ESTIMATED INCOME

Course Name	Computer Basic	Finance A/c	DTP	Web Design	H/W & N/W	Total Revenue
Course Fees	2280	3180	3180	4180	5180	18000
Franchisee Profit (70%)*	1596	2226	2226	2926	3626	12600
Min. 20 Student	31920	44520	44520	58520	72520	252000

- **Franchisee profit 70% applicable only if each center will give royalty amount for minimum 10 student i.e. Rs.6840/- along with registration fees.**
- **If the above condition is not accepted by the center then the royalty amount would be 60% instead of 70%.**

FINANCIAL PROJECTIONS

CAPITAL COST					
Sr. No.	Particulars	Qty.	Unit Price	City Amount	Village Amount
1	Computer Set	10	15000	150000	150000
2	Furniture & Etc.			30000	25000
3	Franchisee Fee for City			50000	-----
4	Franchisee Fee for Village			-----	25000
	Total			230000	200000

WORKING CAPITAL EXPENDITURE							
Sr. No.	Particulars	Month	City Amount	Total	Month	Village Amount	Total
1	Office Rent (350Sq.ft Aprox)	12	7000	84000	12	4000	48000
2	Counselor cum Receptnist	12	4000	48000	12	3000	36000
3	Office Boy cum Peon	12	2000	24000	12	1500	18000
4	Faculty	12	6000	72000	12	4000	48000
5	Telephone Bill	12	1000	12000	12	1000	12000
6	Electricity Bill	12	1500	18000	12	1000	12000
7	Other Expense [Tea / Swiper / Stationary & Etc]	12	1000	12000	12	1000	12000
	Total			270000			186000

BUSINESS PROJECTIONS

Capacity Figures

Normal Track Batches is from **9:00 a.m. to 9:00 p.m.** @ 6 days a week Slot Duration **2 Hour**

Number of Slots Available	6
Total Capacity of students Per 1 Session	10
Number of Students that can be accommodated in a day	60
Average course Fees from each student per month	2,500
Average Fees Revenue Per Month	1,50,000
Total Yearly Revenue	18,00,000

		For City	For Village
I	Expected Yearly Revenues	18,00,000	18,00,000
II	<u>Total Expenditure</u> Working Capital Expenditure for City / Village	- 2,70,000	-1,86,000
III	Gross Profit Before Tax [I - II]	15,30,000	16,14,000

PAY-BACK

		For City	For Village
Annual Gross Profit Before Tax	I	15,30,000	16,14,000
Tax @ 30%	II	- 4,59,000	- 4,84,200
Net Profit	III	10,71,000	11,30,000

SETUP SUPPORT

- At the time of launching of the centre, DEVESH Education & Academic will provide following material at no cost.

(As a part of the marketing and advertisement support, we are going to provide you the Following materials at the time of inauguration.)

Sr.No.	Particulars	Quantity
1	Sign Board (Maximum Amount) – Rs. 3000	1
2	Visiting Card	1000
3	Center certificate	1
4	Leaflet (Gujarati and English)	2000
5	Student Inquiry form	50
6	Student course Broachers	25
7	Big Posters	1 set
8	Big Umbrella	1
9	T-Shirts	2
10	Small Banners for auto rickshaw	15
11	Student certificate	1
12	Syllabus Manual	1
13	ETH Education Danglers	30
14	Executive Bag	1
15	Design CD-TV AD-Poster & Others	1



DEVESH
EDUCATION & ACADEMIC

Gujarat Authorised Partner

