

If you wish to have an assured profit oriented business.....

Be an associate of ITDA-CALC

**Guidelines for obtaining Franchisee
of**



Formerly HILTRON CALC

Information Technology Development Agency (ITDA)
(Department of IT, Uttarakhand Government)
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STEPS FOR ASSOCIATION WITH ITDA-CALC

Progress needs new ideas.....

Those who criticize new ideas are slaves to tradition

- STEP 1 Getting/ download registration form and submission of the same duly filled along with a Demand Draft for Rs. 2500/- + 18% GST, in favour of Director, ITDA (Information Technology Development Agency) towards registration fee to the ITDA CALC or/ through Master franchisee.
- STEP 2 Submission of business plan/project report by the promoter, preliminary preview by Master Franchisee
- STEP 3 Final discussion/ interview with the management of ITDA CALC or its Master Franchisee
- .STEP 4 Approval of business plan by ITDA CALC through Master Franchisee
- STEP 5 Issuance of LOI by ITDA CALC to suitable candidate
- STEP 6 Submission of processing fee of Rs.7500/- + 18% GST, to ITDA CALC through Master Franchisee
- .STEP 7 Site preparation, Interior decoration, installation of machines and making the institute well equipped according to parameters set by ITDA CALC and information about the same to Master Franchisee/ ITDA CALC
- STEP 8 Site inspections by a team of experts from ITDA CALC and /or Master Franchisee.
- STEP 9 Approval of site for the institute & issuance of Allotment letter
- STEP 10 Deposit of affiliation fee of 15000/- + 18% GST, 12000/- + 18% GST for Publicity head, and signing agreement
- STEP 11 Supply of policy, reporting formats, courses & fee structure, etc.
- STEP 12 Final inspection of the institute, selection of faculty members by ITDA CALC on expenses of promoter, if requested.
- STEP 13 Advertisement for opening of ITDA CALC centre by ITDA to be followed by an advertisement/admission notice by the promoter.
- STEP 14 Now you are pride owner of Franchisee Institute of ITDA-CALC. Enjoy managing your institute and follow the policy & instructions of ITDA CALC.
- STEP 15 Registration of selected candidates on direct admission basis, admission on entrance test basis or any others.

COMPUTER RULES THE WORLD, IT SUCCEEDS IN TODAY'S WORLD

ABOUT I T INDUSTRY

We are in the era of Information Technology. Computers rules the world, it succeeds in today's world. Every IT professional should understand, manage and use information in a systematic manner. Every business sector all over the world is computerizing operations by using computers in day-to-day working.

The use of computers in India is increasing day by day. The leading industry houses in European countries are setting up their offshore Software development facilities in India. Most of Units are subsidiaries of foreign principals. To promote the Software export and generate foreign revenue, Department of Electronics has also set up a promotional body namely Software Technology Park of India (STPI). It sets up Software Technology Park with various facilities and promotional incentives to attract software developers and exporters to set up their Software exports units in India.

According to the industry predictions, there will be a need of nearly 300000 Software professionals by the year 2012 and large percentage of these will be required for jobs across the globe, which will create a vast gap between the demand & supply of Software professionals. The industry predicts a vast demand for Indian Software professionals in India and in European countries in future years.

In home segment, the development of IT in Uttarakhand state is taking place leading to e-Governance. All schools and colleges are being equipped with facilities for software training. The facility for Community Information Centre (CIC) is going to take place at block level in Uttaranchal from where a common man can avail facilities of information and be a part of e-Governance. Many departments has computerized their activity & increasingly developing various application software to automate the activity.

ABOUT US

Information Technology Development Agency (ITDA) (IT Department, Uttarakhand Government) came into existence in 2010 with the objective of developing electronics & allied industries in the hill region of the then Uttarakhand state. **Later when the Uttarakhand state came into existence, its objectives are diverted to – as a service provider to the statement Government department and other agencies in field of IT.** ITDA, being a Department of IT, Uttarakhand Government has been at the forefront of using the Computers and Computer professionals in various activities.

With its vast experience in developing & implementing various projects, ITDA added Computer Education through ITDA-CALC (Computer Academy & Learning Centre) Formerly HILTRON CALC in the year 1991 in its activities. ITDA had started Franchisee concept to spread its network of Computer Academy & Learning Centers (ITDA-CALC) all over the country, but right now it is spread in the state of Uttarakhand (almost 42 centres), to be a part of Government's mission to create platform & to provide IT professionals for e-Governance. State government has also nominated ITDA CALC as Training Provider Agency for State.

To create more employability to the students of ITDA CALC, we have initiated assistance for International Certifications to the students. We have

entered an MoU with Uttarakhand Open University for joint certification for few of our courses and starting degree & post graduate level courses at our centres.

WHY TO BE AN ASSOCIATE OF ITDA-CALC

- Low investment.
- Use of our name, which establish trust among the client.
- Courses validated by IIT, Roorkee.
- Free of cost study material to the students.
- Satisfaction to the trainee by getting certificate/diploma from Government organization.
- Direct registration of the trainees passed out from our institutes in the Employment Exchange.
- Marketing support in government business generation.
- Support of a Government organization.
- Easy approach to us.

BASIC NEED FOR A FRANCHISEE

- Minimum space of 1200 Sq. Ft. of more for one stream....
- A Private Limited Company.
- Sound financial background of the company/promoter.
- The promoter should be technically sound/Computer professional or professional in management supported by a team of Computer Professional.

SUPPORT WE PROVIDE TO OUR FRANCHISEE

- ✓ Use of our name.
- ✓ Prospectus on cost basis.
- ✓ Study material for students free of cost.
- ✓ Work books on cost basis, where ever required.
- ✓ Advancement of courses from time to time.
- ✓ Examination of students.
- ✓ Certificate to every student.
- ✓ Assistance in faculty member selection and their skill updating free of cost/ at nominal fee.
- ✓ Project consultancy.
- ✓ Guidance on business potential & growth.
- ✓ Regular technical evaluation & assistance.
- ✓ Marketing support for obtaining corporate training.
- ✓ Any other support required by the Franchisee for business development.

WE CHARGE

- ✓ Center allotment fee (one time) at the time of allotment of center.
- ✓ Affiliation fee every year.
- ✓ Publicity head amount every year
- ✓ Security deposit (Refundable)
- ✓ Royalty on course fee on monthly basis.
- ✓ Prospectus cost, Publicity fund, faculty skill updating training fee, etc.

WHAT WE EXPECT FROM THE FRANCHISEE

- ✓ Timely deposit of affiliation, royalty and other payments.
- ✓ Timely online reporting.
- ✓ Regular monthly offline reporting of progress.
- ✓ Implementation of our policies professionally.
- ✓ Marketing our courses locally to get admissions/ revenue
- ✓ Market feedback.
- ✓ Feedback about our strategies/courses, etc.
- ✓ Business growth.

GUIDELINES FOR BUSINESS PLAN/ PROJECT REPORT

(To be submitted along with the registration for centre)

1. INTRODUCTION
2. ABOUT YOU & YOUR ASSOCIATES
3. YOUR OBJECTIVE
4. ABOUT PROPOSED LOCATION
5. MARKETING STRATEGY
6. TOTAL PROJECT COST

| | | | | | |
|--------------|---------|----------------|--|--|-----------------|
| Fixed Cost : | Initial | | | | Rs. |
| | | After 6 months | | | Rs. |
| | | TOTAL | | | Rs. |

INVESTMENT (Please give detail)

| | |
|---------------------------------|-----------------|
| - Allotment# | Rs. |
| - Software | Rs. |
| - Teaching aids | Rs. |
| <u>Installations</u> | |
| - Computers | Rs. |
| - Other peripherals | Rs. |
| - ACs/Generator | Rs. |
| - Interior (Furniture/fixtures) | Rs. |
| - Exterior | Rs. |
| Total | Rs. |

RUNNING COST (for 1 year) **Rs.**

| | |
|----------------------------|----------|
| - Rent for premises | Rs. |
| - Salary & wages | Rs. |
| - Electricity | Rs. |
| - Printing & Stationery | Rs. |
| - Postage & telephone | Rs. |
| - Advertising & Publicity | Rs. |
| - Travelling expenses | Rs. |
| - Maintenance | Rs. |
| - Bank charges & Interests | Rs. |
| - Depreciation | Rs. |
| - Payables to HILTRON## | Rs. |
| - Others | Rs. |

INCOME###

7. CONCLUSION
-

REGISTRATION FORM

NAME OF FIRM _____

ADDRESS WITH PIN CODE
& TELEPHONE NOS. _____

YEAR OF ESTABLISHMENT _____
(Please attach Memorandum of Articles)

STATUS OF THE FIRM Proprietary/Partnership/ Pvt. Ltd./Limited

NAME WITH FATHER'S
NAME & ADDRESS OF
DIRECTORS

1. _____

2. _____

3. _____

TURN OVER OF LAST Rs _____
THREE YEARS Rs _____
 Rs _____
(Please attach a copy of balance sheet, if you are already in business)

NAME WITH FATHER'S
& ADDRESS OF CHIEF
EXECUTE _____

QUALIFICATION OF CHIEF EXECUTIVE

1. ACADEMIC _____

2. PROFESSIONAL _____

YEARS OF EXPERIENCE

1. JOB TOTAL YEARS _____

1. Computer training _____

2. Software Development _____

3. Computer hardware _____

4. Computer consultancy _____

5. Marketing _____

6. Manufacturing _____

7. Any other _____

2. BUSINESS TOTAL YEARS _____

1. Nature of business _____

2. Position held _____ 3. Responsibilities _____

PROPOSED CITY FOR ITDA-CALC _____

*** IF SITE IS NOT SELECTED, THEN TIME REQUIRED TO ARRANGE THE SITE IN THE PRIME**

| SL. NO. | PROPOSED LOCATION | SITE ADDRESS* | CARPET AREA (IN SQ. FT.) | STATUS OF SITE (OWN/RENTED) |
|---------|-------------------|---------------|--------------------------|-----------------------------|
| 1. | | | | |
| 2. | | | | |
| 3. | | | | |

LOCATION WITHIN _____ DAYS/MONTHS.

PROPOSED INVESTMENT FOR ITDA-CALC PROJECT (In Lacs) Rs _____

| | | | | | | |
|----------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| From your own source | Upto 2.5 | 2.51 – 5.0 | 5.1 – 7.0 | 7.1 – 8.0 | 8.1 – 10.0 | 10.0 & Above |
| AS LOAN | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Upto 2.5 | 2.51 – 5.0 | 5.1 – 7.0 | 7.1 – 8.0 | 8.1 – 10.0 | 10.0 & Above |

PROPOSED WORKING CAPITAL FOR THE PROJECT Rs _____
(Please give detail on per annum basis)

HOW DID YOU KNOW ABOUT ITDA-CALC _____

IS ANY OF YOUR COLLEAGUE/ FRIEND/RELATIVE ASSOCIATED WITH HILTRON (if yes, specify the detail) _____

Note : ITDA-CALC associate only with Private Limited Company. If promoter does not have Private Limited Company, promoter will have to form & register a Private Limited Company before signing agreement.

DECLARATION

I _____ S/o/W/o/D/o Sri/Smt/km _____ (Designation) _____ of (Name of Firm) _____ declare that the information stated above are correct & genuine in my knowledge. If any information found incorrect I shall be responsible for the same.

SIGNATURE _____
NAME _____ NAME & ADDRESS OF FIRM WITH SEAL _____
DESIGNATION _____

DATE: _____
PLACE: _____

ENCLOSURE: 1. _____
2. _____
3. _____

DETAIL OF REGISTRATION FEE

DEMAND DRAFT NO. _____ DATED _____ FOR Rs 2,500/-
(RUPEES TEN THOUSAND ONLY) DRAWN ON _____ BANK.

(FOR OFFICE USE ONLY)

REGISTRATION No. _____

DATE OF REGISTRATION _____

ISSUED TO (Name of firm) _____

AUTHOTISED SIGNAORY

PARAMETERS FOR SETTING UP OF ITDA CALC CENTRE (Computer Academy & Learning Centre)

| Sr.No. | Parameter | Tentative requirements | | | Remarks |
|--------|--|-------------------------------|------------------------------|--|---|
| | | | | | |
| 1 | Investment (Rs. In lakhs) – Minimum | | 06-08 | | |
| 2 | Carpet area (sqft) – Minimum | | 1000-1200 | | |
| 3 | Class room (Nos) (sitting capacity 25 students) – Minimum 250 Sq. ft. | | 01-02 | | For more than 100 students more than one class room shall be required. Furniture, interiors, curtains, color scheme as per the requirement of ITDA CALC. |
| 4 | Computer Lab (AC) (Computer capacity 10-12 sitting capacity 20-25) – Minimum 300 Sq. ft. | | 01 | | For more than 100 students more than one lab shall be required. Furniture, interiors, curtains, color scheme as per the requirement of ITDA CALC. |
| 5 | Centre manager office – Min. 100 Sq. ft. | | 01 | | Furniture, interiors, curtains, color scheme as per the requirement of ITDA CALC . |
| 6 | Faculty room – Min.100 Sq. ft. | | 01 | | Furniture, interiors, curtains, color scheme as per the requirement of ITDA CALC . |
| 7 | Library room – Min. 100 Sq. ft. | | 01 | | Furniture, interiors, curtains, color scheme as per the requirement of ITDA CALC . |
| 8 | Reception/ Counseling place – Min. 150 Sq. ft. | | 01 | | Furniture, interiors, sofa, curtains, color scheme as per the requirement of ITDA CALC . |
| 9 | Toilets – Min. 50 Sq. ft. | | 02 | | at least one men's & one women's toilet separately. |
| 10. | Computers (Nos.) with O.S. & A.S. | | 10-12 | | Computer will be of current standard specifications like Core 2 duo. Detailed current Specs. Sheet attached. It should be connected to structured networking. All the software used will be licensed.* |
| 11 | Printer DMP -136 col Inkjet Scanner | | 01 01 01 (optional) | | |
| 12 | OHP / LCD projector | | 01 (optional) | | |
| 13 | Furniture for Class room, Computer Lab, Centre Manager, Faculty Room, Counseling place etc | To meet out above requirement | | | It should be of standard quality. |
| 14 | Generator set | | 01 | | |
| 15 | Library with reference books | | Rs. 20,000 | | |

| | | | | | |
|--------------------------------|--|--|----------|--|---|
| 16 | Internet | | | | Min. Broad band internet connectivity with adequate bandwidth considering no. of labs/computers is required to make it available to all the students as well as to feed the required information at Web enabled ITDA CALC management. |
| Centre Manager/ Faculty | | | | | |
| 17 | Centre Manager (MBA/BE/MCA/PGDCA with 1/2/3/5 years experience respectively) | | 01 | | |
| 18 | Sr. Faculty (BE/MCA/PGDCA with 1/1/3 years experience) | | 02 | | If students are more than 100, than for class B&C one more Sr. Faculty is required |
| 19 | Jr. Faculty (PGDCA with 1-2 years experience) | | 02 | | If students are more than 125, than one more Jr. Faculty needed |
| 20 | Lab Asstt. | | 01 | | If students are more than 100, than one more lab Asstt. For Lab for class B&C is needed |
| Display | | | | | |
| 21 | Sign Board 8' X 4' 6' X 3' - Min. | | 01 02 | | Design, color scheme as per the requirement of ITDA CALC. Can be increased and to be put up prominent locations. |
| 22 | Direction Board 2'X ½' – Min. | | 04 | | Design, color scheme as per the requirement of ITDA CALC. To be put up at suitable locations to reach the centre easily. |

- For Accounting Stream, you have to hire specialized manpower of qualification of CA or Inter CA.
- For Hardware & Networking Stream, you have to make investment fir setting up a Hardware & Networking Lab with the estimated expenses varies from 2-3 lakhs and employ specialised manpower for the same.

Furniture : Must be of Standard quality with color combination of color light grey and blue.

Interior : color combination of color light grey and blue. It applies to partitions also.

Curtains: color combination of color light grey and sky blue, of good quality.

Color scheme: color combination of color light grey and sky blue/ blue.

Logo : ITDA CALC logo will be in color peacock blue. “Computer Academy & Learning Centre” written in logo will be of Black color.

*** All the software used will be licensed. ITDA CALC will not be liable for the piracy done at your level.**

Tentative Current Standard Specifications of Computer

| <i>Parameters</i> | Standard current specifications |
|---------------------|---|
| <u>CPU</u> | Intel Core 2 Duo E4600, 2.4 GHz, 2 MB L2 Cache and 800 MHz FSB. |
| Chipset | Intel 3 Series/n Vidia GForce 7 Series or better on OEM Motherboard. |
| Memory | 2 GB 667 MHz DDR2 RAM with 4 GB Expandability. |
| Hard Disk Drive | 160 GB, 7200 rpm Serial ATA HDD. |
| T.F.T. Monitor | 17" T.F.T. |
| Keyboard | 104 Keys |
| Mouse | Optical |
| | 4 Nos. (2 Nos.5.25 inches for Optical Media Drives and 2 Nos. 3.5 inches for Hard Disk Drives). |
| | 6 USB Ports (with at least 2 in front),1 serial audio ports for microphone and headphone in front. |
| Cabinet | Mini tower |
| DVD ROM Drive | 8X or better DVD ROM Drive. |
| Networking Facility | 10/100/1000 on board integrated Network Port with remote booting facility remote system installation, remote wake up. |
| Operating System | Windows Vista Business Preloaded with Media and Documentation and Certificate of Authenticity. |
| O.S. Certification | Win logo vista Business OS and Linux Certification. |
| Power Management | Screen Blanking, Hard Disk and System Idle Mode in power on, Set up Password, Power Supply SMPS Surge Protected. |
| Preloaded Software | Norton, McAfee, ETrust, Quickheal or equivalent Antivirus(Latest Version) with License. |