

AN ISO 9001 : 2008 Certified Institute



ReBirth Education

Investing into knowledge for excellence

Business Associate Proposal



PROPOSAL FOR THE
EDUCATIONALIST IN YOU TO BE AN
INNOVATIVE **SOCIAL ENTREPRENEUR!** BECOME
BUSINESS ASSOCIATE OF REBIRTH EDUCATION

50+ Training Centers | 15000+ Students
(Since 2006 - Across Gujarat)

www.rebirtheducation.com



Do you have a dream to start something of your own, that not just fulfils your aspirations but helps shape the future? Want to invest in a business that not only fetches good returns but also recognition, respect & rewards?? Got the passion to stimulate the young minds of teenagers & adults with a motivating & nurturing spirit to foster long term learning & leadership in them???

Here is a fantastic opportunity to put your passion to work.
Be a part of **Re-Birth Education** & be an Innovative Social Edupreneur.



Rebirth Education & Research Foundation

In association with ministry of skill development & entrepreneurship, Government of India
Recognized by directorate of employment & training, Government of Gujarat

Rebirth Education and Research Foundation with its Head Office at Visnagar (North Gujarat) and having presence in more than 50+ locations of North Gujarat through its affiliates was established in year 2006. This project was launched by Mr. Bharat Patel with the sole motive to contribute towards former President of India, Dr. APJ Abdul Kalam's dream of making every Indian youth knowledge empowered INDIA - VISION 2020. The organisation is engaged in creating a vast pool of skilled professionals both in the field of IT and Soft Skills.

Gujarat has huge potential for job opportunities in the field of IT, Manufacturing and Retail sectors. But there is a dearth of trained professionals in this sector. Rebirth Education and Research Foundation is actively involved in training unemployed youth and providing them with employment and that too near their home town.

Rebirth Education has launched software development and training divisions wherein it plans to recruit trained professionals in huge numbers and provide quality software to its various clients. Rebirth Education has launched a project **"Schools@Rebirth"** whereby school students will be trained in Spoken English and Personality Development in their own schools. The motive is that when they finish their schooling they will be fluent in Spoken English with well groomed personality.

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Since inception in the year 2006 we have trained more than 15000 students and have certified more than 7000 students. ReBirth Education & Research Foundation is actively engaged in training students through various Government projects and is associated with Government Ministries like:

- **Ministry of Skill Development & Entrepreneurship**
- **Ministry of Rural Development (Fro projects like DDUGKY & SGSY)**
- **National Digital Literacy Mission (NDLM-Recognized Training Partner)**
- **Pradhanmantri Kaushalya Vikas Yojna (PMKVY- in Association with RASCI)**

ReBirth Education & Research Foundation's unique Online Center Management Software (on website: www.rebirtheducation.com)

ReBirth Education has developed unique software for centre management that manages our educational and training activities in user friendly way and that too online. Key features of online centre management software which is being used by our more than 50 business associates are

- Enquiry management of Institute (Enquiry form, Follow-up details, admission process, batch allocation with timings and placement assistance after certification)
- Fee Management
- E-mail notification
- Daily auto data backup
- Automatic system reminder
- User friendly software that requires no training
- Student and staff management system
- Certification management
- 100% security of data.

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WHY REBIRTH EDUCATION IS A WISE INVESTMENT OPTION?

- ✍ Increased demand for quality and rise in demand for value-based education
- ✍ Parents want their children to have skills & learning across multiple disciplines.
- ✍ Rise in nuclear families, both working parents, lack of time to assist the children.
- ✍ Disposable income of parents, peer competition, high expectation, social status.
- ✍ Low investment, less risk, no recession effect, quick return on investment

WHAT DO YOU GET BY BEING BUSINESS ASSOCIATE OF RERF?

- 1) Permission to conduct various courses in IT and Soft Skills (See Annexure).
- 2) Advertisement and Publicity support on sharing basis.
- 3) Planning and implementing marketing activities.
- 4) Technical and sales training will be provided to the staff.
- 5) Brochures, Prospectus, Application form, Inquiry form, Admission form and other relevant material will be provided by Rebirth Education.
- 6) One set of free courseware for all courses is given to the Centre while student copies for the same are provided to the Centre at nominal cost.
- 7) Rebirth Education will issue certificates to all the students of the Centre on receipt of the request and after verifying the information of the student.
- 8) Rebirth Education periodically conducts survey of the industries and launches new courses to meet the changing requirements of the IT based industries.
- 9) Continuous training is provided to the Centre's staff on technical subjects as also on sales and marketing of the products.
- 10) We provide placement assistance to the students who have successfully completed courses of long duration and are in need of placement assistance.

HOW TO BE A REBIRTH EDUCATION BUSINESS ASSOCIATE

As a Rebirth Education's Business Associate, your circle of care will include mentors who are experienced in education, operations and marketing and they will guide you through the following process.

STEP 1 Share the basic information. Fill the online application form online through web site or download the application form and fill in all the details. After completion, send the form to the our head office or e-mail the same to admin@rebirtheducation.com

STEP 2 Talk Business with our representative. Once we receive your application form, it will be reviewed by our business development department. Our representative will have a telephonic dialogue with you. Please share your goals, background and other important issues. This will help us understand your suitability as a ReBirth Education Business Associate.

STEP 3 Face to face meeting. The next step is face to face meeting between our representative and you. This is the most important part of the process. Our representative will make a detailed presentation about the project including investment proposal and return on investment that you will be achieving being our Business Associate. Your concerns and queries will also be addressed by our representative in this meeting and he will do infrastructure analysis, perform due diligence and competitive analysis of the location & the market. If required you can visit our Head Office or other Centres and speak with our Business Associates.

STEP 4 Decision Time. Every Business Associate application is put through screening process to help us understand the case better and to ensure that the factors we see as necessary for success are being fulfilled. If we are satisfied about the suitability of the application, we will inform you of our decision to offer you our FRANCHISEE to be Business Associate of Rebirth Education. On mutual agreement we will mail you the agreement for review and then we will sign the Business Associate agreement.

STEP 5 Let us roll up our sleeves. Place the name boards & make the Centre ready for the launch. Pre launch software training & induction program for the staffs & faculties is being conducted at HO or our representative will conduct the training at the Centre. You will finalise and implement our pre-opening marketing plan with consultation of our representative. Begin generating Leads and pre-enrolling students.

Be assured that by becoming a Business Associate of Rebirth Education you will align yourself with educational company and market share leader in Gujarat.

INFRASTRUCTURE REQUIREMENT

- 1) 500-800 sq. ft area with 1-classroom, 1-computer lab, 1-cubicle, Washroom/s
- 2) Around 6-10 computers with internet & printer
- 3) AC (optional)
- 4) Tables and chairs as required

STAFF REQUIRED

- 1) One Centre manager
- 2) Two Trainers
- 3) One Counselor

FINANCIALS INVOLVED IN THE PROJECT

- 1) Franchise fee of Rs 10,500/-while signing the Agreement and before inauguration.
- 2) Based on the infrastructure, the cost on the interiors, flooring, ceiling, computers, tables, chairs, etc in addition to the franchise fee, may vary, not to measure at the moment
- 3) For student course material nominal amount will be charged from the Centre

REVENUE GENERATION SCOPE

- 1) Career and short term programs: We offer various courses to student fraternity. The course details are in the annexure and our courses range from 3 months to 2 years.
- 2) Corporate Training Programs: There are many companies in the market that organize Employee Development Programs on a regular basis. We have specialized courses for them. These courses are conducted on site as well as at Centre also.
- 3) Course under Star Scheme: NSDC approved courses (Retail, Banking, ITES, etc.) can also be conducted at your center where the student Fee is paid by Govt. of India in way of incentive for every student qualifies the assessment after a training of 30 days.
- 4) Government Projects – The center will be recommended by Rebirth Education for Government's Placement Linked Skill Training Projects without any additional charges for franchise

RETURN ON INVESTMENT FOR REBIRTH BUSINESS ASSOCIATE

MONTH	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Registrations	20	20	20	20	20	20
CCC	10	10	10	10	10	10
Spoken English	5	5	5	5	5	5
Tally	5	5	5	5	5	5
Collection	62500	62500	62500	62500	62500	62500
CCC	25000	25000	25000	25000	25000	25000
Spoken English	15000	15000	15000	15000	15000	15000
Tally	22500	22500	22500	22500	22500	22500
Expenses	20500	20500	20500	20500	20500	20500
Salary-Counselor	3000	3000	3000	3000	3000	3000
Salary-Faculty	4500	4500	4500	4500	4500	4500
Salary-Office Boy	2500	2500	2500	2500	2500	2500
Rent	5000	5000	5000	5000	5000	5000
Light Bill	2000	2000	2000	2000	2000	2000
Telephone Bill	1000	1000	1000	1000	1000	1000
Mktg Expense	2500	2500	2500	2500	2500	2500
Net Profit	42000	42000	42000	42000	42000	42000

Details	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Annual
Registrations	25	25	25	25	25	25	120
CCC	15	10	15	10	15	10	60
Spoken English	5	10	5	10	5	10	30
Tally	5	5	5	5	5	5	30
Collection	75000	77500	75000	77500	75000	77500	375000
CCC	37500	25000	37500	25000	37500	25000	150000
Spoken English	15000	30000	15000	30000	15000	30000	90000
Tally	22500	22500	22500	22500	22500	22500	135000
Expenses	24500	24500	24500	24500	24500	24500	123000
Salary-Counselor	3500	3500	3500	3500	3500	3500	18000
Salary-Faculty	5000	5000	5000	5000	5000	5000	27000
Salary-Office Boy	3000	3000	3000	3000	3000	3000	15000
Rent	5000	5000	5000	5000	5000	5000	30000
Light Bill	2500	2500	2500	2500	2500	2500	12000
Telephone Bill	1500	1500	1500	1500	1500	1500	6000
Mktg Expense	4000	4000	4000	4000	4000	4000	15000
Net Profit	50500	53000	50500	53000	50500	53000	252000

The fees for CCC are Rs 2500, Fees for Spoken English are Rs. 3000 and fees for Tally Rs. 4500

The money you earn from Government Projects is not included in this work sheet. It is the net profit for you.

Being a Rebirth Franchisee you earn minimum Rs. 50000 per month by investing just Rs. 10500 as franchisee fees.

**YOUR FUTURE IS CREATED BY
WHAT YOU DO TODAY
NOT TOMORROW**



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