

The Digitech Solutions

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KUMSS EDUCATIONAL TRUST

Digital Transformation Proposal

The Digitech Solutions

360° Marketing + Custom School ERP

Transforming Education Through Technology

THE CURRENT CHALLENGE

KUMSS is operating at just **53% capacity** with significant revenue loss

Key Statistics

- **53%** - Current Capacity Utilization
- **748** - Empty Seats Across Institutes
- **₹2+ Cr** - Lost Annual Revenue
- **47%** - Average Vacancy Rate

Institute	Total Capacity	Currently Filled	Vacant Seats	Vacancy %
KUMSS Private ITI Karhati	720	225	495	69%
Shardabai Pawar Kala Mahavidhyalaya	75	32	43	57%
Gurukul English Medium School	585	410	175	30%
Primary School, Tembha	225	190	35	16%

Institute-Wise Capacity Analysis

OUR COMPLETE SOLUTION

A three-phase approach to transform KUMSS digitally

Phase 1: Brand Building

Months 1-3: Establish digital authority, create professional content, optimize online presence, and build community engagement across all platforms.

Phase 2: Admission Campaigns

Months 4-12: Run targeted advertising campaigns to generate qualified inquiries and convert them into enrolled students across all institutes.

Custom School ERP

Complete digital infrastructure for all 4 institutes with unified management, fee collection, attendance, and comprehensive reporting.

Team Training & Support

Admission counselor hiring assistance, comprehensive training programs, and ongoing support for maximum conversion rates.

360° DIGITAL MARKETING SERVICES

Complete digital presence across all channels

Social Media Management

Strategic management of 10 accounts: Instagram + Facebook for KUMSS main brand, Gurukul School, Kala Mahavidhyalaya, ITI Karhati, and Primary School Tembha

Website & SEO

Complete website optimization, local SEO, keyword targeting, content marketing, and technical improvements for kumss.org

Google My Business

Complete GMB optimization for all institute locations, review management, posts, and local search domination

Video Marketing

Professional video production including campus tours, student testimonials, faculty introductions, and event coverage

Drone Shoot

Aerial photography and videography of all campuses showcasing infrastructure and facilities from stunning perspectives

Branding & Design

Professional branding materials, social media graphics, print designs, and consistent visual identity across all institutes

Content Strategy

- **Daily Content Creation:** Posts, stories, reels across all 10 social media accounts
- **Professional Photography:** Campus facilities, student activities, events documentation
- **Video Production:** Educational content, testimonials, campus tours, promotional videos

- **Community Engagement:** Comments, messages, reputation management
 - **Performance Tracking:** Analytics, insights, monthly reports
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LEAD GENERATION & ADMISSION FUNNEL

Complete system from inquiry to enrollment

Multi-Channel Lead Capture

Capture inquiries from website, social media, Google Ads, Facebook Ads, phone calls, and walk-ins through unified system

Automated Follow-ups

Automated SMS, email, and WhatsApp reminders for inquiry follow-up, campus visit scheduling, and document submission

Inquiry Management

Complete CRM for tracking all inquiries, their status, follow-up history, and conversion tracking per institute

Counselor Training

Comprehensive training program for admission counselors on inquiry handling, campus tours, objection handling, and closing techniques

Conversion Funnel

Optimized journey from awareness to enrollment with landing pages, forms, nurture sequences, and conversion tracking

Smart Reminders

Automated reminders for pending applications, document submissions, fee payments, and admission deadlines

Complete Admission Support

- **Hiring Assistance:** Help recruit qualified admission counselors with proper screening
- **Training Program:** Comprehensive training on inquiry handling, conversion strategies, CRM usage
- **Performance Tracking:** Daily inquiry reports, conversion rates, counselor performance metrics
- **Process Automation:** Automated workflows for inquiry to admission journey
- **Campaign Optimization:** Continuous improvement based on conversion data



TARGETED ADMISSION CAMPAIGNS

Data-driven marketing to maximize admissions across all institutes

Institute	Average Admissions (Current)	Target for Academic Year	Incentive per Additional Admission	Expected Improvement	Estimated Incentive
KUMSS Private ITI Karhati	225	575	₹2,000	350 new admissions	₹7,00,000
Gurukul English Medium School	410	475	₹1,000	65 new admissions	₹65,000
Shardabai Pawar Kala Mahavidhyalaya (Arts College)	35	60	₹1,000	25 new admissions	₹25,000
Junior College (Tembha Campus)	120	150	₹1,000	30 new admissions	₹30,000

Note: Payments are made only for improvements achieved beyond the current average. All figures are for the full academic year.

CUSTOM SCHOOL ERP SYSTEM

Complete digital infrastructure for all 4 institutes

System Highlights

- **8+ Core Modules**
- **4 Institutes on One Platform**
- **∞ Customization (Year 1)**
- **100% Cloud-Based Access**

Core Modules

- **Student Information System:** Registration, records, attendance with ESSL biometric integration
 - **Fee Management:** Online collection, reminders, overdue tracking, receipt generation
 - **Financial Management:** Expense tracking, budget allocation, salary processing, comprehensive reports
 - **Inventory & Store:** Assets, supplies, library management, sports equipment tracking
 - **Hostel Management:** Bed allocation, hostel & mess fees, attendance, maintenance requests
 - **Staff Management:** Employee database, attendance, leave management, performance tracking
 - **Communication System:** Integrated SMS, Email, and WhatsApp notifications
 - **Reports & Analytics:** Custom dashboards, performance insights, consolidated multi-institute reports
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REVOLUTIONARY PERFORMANCE-BASED PRICING

Pay only for results - Zero risk for KUMSS



PAYMENT TERMS

Advance Payment: ₹1,50,000 + GST

Subsequent Payments:

- **Month 2** → ₹50,000
- **Month 3** → ₹50,000
- **Month 4** → ₹1,50,000

All above amounts are excluding GST.

After this, all payments are strictly incentive-based based on performance.

Performance-Based Incentives:

- **ITI Students:** ₹2,000 per additional admission (beyond current average)
- **Other Institutes:** ₹1,000 per additional admission (beyond current average)

No Students, No Payment

You pay incentives only when students are successfully admitted beyond your current average.



AD SPEND

To achieve the admission targets, the client agrees to allocate **₹50,000/month as ad spend** for an average of **4 months**, bringing the total approved ad budget to **₹2,00,000 (excluding GST)**.

This amount will be used for:

- Google Ads (Search + Display)
 - Meta Ads (Facebook + Instagram)
 - Lead Form campaigns
 - WhatsApp automation & CRM integration
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SCHOOL ERP INVESTMENT

Complete ERP System

₹4,00,000

One-Time Payment (In Advance)

What's Included:

- All 8 core modules for 4 institutes
- ESSL biometric integration
- Payment gateway + SMS/WhatsApp integration
- Unlimited staff training sessions
- 1-year unlimited customization
- Complete documentation & user manuals
- Data migration support
- Technical support for 1 year

ERP MAINTENANCE

₹25,000/year

(from Year 2 onwards)

An annual **₹25,000/year** will be charged for ERP maintenance, including:

- Technical support
- Software updates
- Server upkeep
- Minor customizations

All amounts mentioned are exclusive of GST.

YEAR 1 ROI ANALYSIS

Investment Breakdown

Investment Component	Amount
ERP System (One-time)	₹4,00,000
Initial Marketing Payments (Months 1-4)	₹4,00,000
Ad Spend (₹50,000 × 4 months)	₹2,00,000
Performance Incentives (470 admissions)	₹8,20,000
TOTAL YEAR 1 INVESTMENT	₹18,20,000

Expected Revenue from New Admissions

₹1.5 - 2 Crore

- 350 ITI students × ₹34,000 = ₹1.19 Crore
- Plus revenue from other institutes (120 additional students)

Net Profit After Investment

₹1.32 - 1.82 Crore

Return on Investment

625% - 900%

IMPLEMENTATION TIMELINE

Clear milestones and expected outcomes

ERP Development: 45 Days

- **Weeks 1-2:** Requirements gathering, system design, development begins
- **Weeks 3-4:** Core modules development and integration
- **Weeks 5-6:** Testing, training, data migration, go-live

Months 1-3: Brand Building

- Social media growth: 2,000-3,000 followers combined
- Website traffic: 5,000+ visits/month
- Google My Business: 50+ reviews
- Foundation established for admission campaigns

Months 4-6: Initial Admissions

- 150-200 total admissions achieved
- Performance fee: ₹2.5-3.5 lakhs
- Revenue generated: ₹60-80 lakhs

Months 7-12: Peak Season

- 250-300 total admissions
- Performance fee: ₹4.5-5.5 lakhs
- Revenue generated: ₹1-1.2 crore

12-Month Target

- Fill 70-80% of all vacant seats
 - Generate ₹1.5-2 crore additional revenue
 - Establish KUMSS as premier educational choice
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OUR GUARANTEES

Your success is our commitment

ERP Delivery

Delivered within 90 days or continue development free. All promised modules functional or no final payment.

Admission Target

Minimum 300 admissions in 12 months or extend service free until achieved.

Google Rankings

First page Google ranking for key terms within 6 months for all institutes.

System Reliability

99% uptime guarantee with data security and automated daily backups.

Training & Support

Staff fully trained on system usage with support during business hours (9 AM - 5:30 PM).

Zero Risk Marketing

Pay incentives only for actual admitted students beyond current average. Complete transparency in all campaigns.

PARTNERSHIP RESPONSIBILITIES

KUMSS Responsibilities

- Provide campus access for photography/videography
- Share historical admission data
- Coordinate with admission teams
- Timely approval of creatives (24-48 hours)
- Respond to inquiries within same day
- Conduct campus tours for interested parents
- Assign dedicated coordinator from each institute
- Staff availability for training sessions

Our Responsibilities

- Complete social media management (10 accounts)
- Daily content creation and posting
- Professional photography & videography
- Website maintenance and SEO
- Ad campaign management and optimization
- Lead generation and tracking
- Admission counselor training support
- Complete ERP system development
- Comprehensive staff training
- Technical support and documentation

- Weekly performance reports
 - Monthly strategy meetings
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LET'S TRANSFORM KUMSS TOGETHER

Start filling those empty seats and transforming operations

The Reality

You're losing ₹2+ Crore annually in empty seats

The Opportunity

- Fill 70-80% capacity in 12 months
 - Generate ₹1.5-2 Crore additional revenue
 - Performance-based pricing with minimal upfront risk
 - World-class ERP at competitive pricing
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CONTACT INFORMATION

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The Digitech Solutions

Proposal valid for 20 days. Implementation slots limited.

All amounts mentioned are exclusive of GST unless stated otherwise.