ISDM (INDEPENDENT SKILL DEVELOPMENT MISSION)
FRANCHISE TRAINING SCHEDULE
Batch 103

Welcome to ISDM Franchise Training

We are pleased to welcome you to the ISDM family! To help you get started and operate your institute smoothly, we have scheduled a comprehensive training program. This training will cover all essential areas, including institute setup, marketing strategies, counseling techniques, and operational management. We're here to guide you every step of the way for a successful and efficient launch of your franchise.

Franchise Training Schedule

S.No.	Module	Topics	No. of Days	Date
1	PART 1: FOUNDATION	• Institute Setup • Manpower Required to Run Institute	1	15/11/2024
2	PART 2: MARKETING	• Technical Terms • How to Set Marketing Goals	2	16/11/2024
3	PART 2: MARKETING II	• Marketing & Lead Generation Strategy 1 • Marketing & Lead Generation Strategy 2	3	18/11/2024
4	PART 2: MARKETING III	• Marketing & Lead Generation Strategy 3 • Marketing & Lead Generation Strategy 4	4	19/11/2024
5	PART 3: DATA ANALYSIS & CAMPAIGNING	• Technical Terms of Data Science • How to Work with Student Data	5	20/11/2024
6	PART 4: COUNSELING	• Prepare the Counsellor • Setup Reception • Counseling Process	6	21/11/2024

		• How to Do Effective Counseling • After Counseling Practices		
7	PART 5: WORKSHOP 1 – Student Management Portal	• Institute Setting • Manage Courses • Manage Enquiries • Manage Batches • Manage Students • Manage Fee • Upload/Allot Study Material • Access Reports	7	22/11/2024
8	PART 6: WORKSHOP 2 – Assessment	• Accessing the Test/Assessment Portal • Creating Questions/Exams • Creating Students • Conducting Exams • Access and Analyze Results	8	23/11/2024
9	PART 7: WORKSHOP 3 – i-Learning	• Working System of i-Learning • Revenue Sharing Ecosystem • Franchise Registration and Setup on i-Learning • How Students Learn	9	25/11/2024
10	PART 8: WORKSHOP 4 – i-Learning II	• Accessing Affiliate Code • How the Affiliate Code Works • Revenue and Admission Reports • Adding/Assigning New Trainers	10	26/11/2024
11	PART 9: WORKSHOP 5 – Innovative School	• Live Application Demonstration	11	27/11/2024
12	PART 10: WORKSHOP 6 – Innovative School II	• How to Buy and Sell Licenses and Generate Revenue	12	28/11/2024

Importance of the Training

This training program is specifically designed to provide you with the skills and knowledge necessary to run your institute effectively:

- **Institute Setup**: Aims to guide you through a successful setup and smooth launch.

- **Marketing Training**: Equips you with lead generation techniques and effective marketing practices.

- **Counseling Training**: Helps improve conversion rates through structured counseling techniques.

- **Operational Training**: Provides insight into managing day-to-day operations, including student management, online courses, assessments, and innovative school functionalities.

Important Notes:

1. The total training duration may vary based on the topics covered each day. We aim to ensure you fully understand each module before moving on.

2. The first session will be brief (30-40 minutes); subsequent sessions will last 45-90 minutes daily.

3. Training sessions will be held on Google Meet. A meeting link with the schedule will be provided in advance.

4. Please join each session 5 minutes early and stay in the queue until your joining request is accepted.

5. If you are late or miss any session, you will receive a recorded session. However, live sessions on missed topics will only be offered again after a month.

6. To stay focused, we encourage you to ask questions only related to the current topic.

7. If most participants miss a session, training will be rescheduled to the next day.

8. Training may be rescheduled for unforeseen technical issues.

9. After the training, an additional "warm-up" session will be offered for further guidance.

10. We will conduct an online test after training to assess your understanding and proficiency.