

Institute of Advanced Security Training & Management Pvt. Ltd

Proposal Summary

Proposing & Implementing Organization	Institute of Advanced Security Training & Management Pvt. Ltd (ASTM) promoted by Zicom Electronic Security Systems Ltd.
No. of Trainees in 10 years	6,84,045 [Skilling – 4,02,303; Corp Skilling – 2,42,410 and Up-skilling (Govt.) – 39,332]
No of Centres	Self-Managed Centres – 20 Franchisee Centres – 184
Location	Maharashtra, UP, MP, Bihar, Jharkhand, Haryana, Rajasthan, Chhattisgarh
Sectors Targeted	Private Security (Electronic Security, General Security and Fire & Industrial Safety)
Target Pop Segment	Class X, XII pass, NCC B & C certificate holders, grads, security guards, diploma holders, BE/BTech depending on course
Project Cost	Rs 20.06 Crore
Business Model	Student fee, Franchisee revenue (25% share)
Operating Model	<ul style="list-style-type: none"> • Sourcing through local advertisement, job fairs & seminars. Sourcing for electronic security through tie ups with engg. Colleges and through tie ups for Govt. programs • Training delivery through self managed & franchisee centers • Certification by ASTM in partnership with FSAI,* SP Jain & DGR • Placements through franchisee & ASTM