

Keertika Academy Pvt. Ltd.

Proposal Summary

Proposing Organization

NIS MANAGEMENT PVT. LTD.

Implementing Agency

KEERTIKA ACADEMY PVT. LTD.

No. of Trainees in 10 years

2,13,146

No. of Centres

Total 63 centers in 10 years; Out of which

State Training Centre (STC) : 13

Primary Training Centre (PTC): 48

Regional Training Centre (RTC) : 1

Head Office : 1

Location(s)

West Bengal, Jharkhand, Bihar, Orissa, Assam, Sikkim, Manipur, Meghalaya, Tripura, Mizoram, Nagaland, Haryana, UP, Chhattisgarh, AP, Karnataka

Sectors Targeted

- Select Informal (86%) – Security Guards, Facility management, Fire & Safety, Electro Mechanical Training, Equipment Installation & Maintenance, Security In charge, facility Management In charge, Material Management
- Tourism and Hospitality (13%) – Tour Guide
- Education and Skill Development (1%) – Train the trainers

Target Segment

Baseline Courses

- Security Guard; Fire & Safety Management; Travel & Tourism; Equipment Installation & Maintenance: Unemployed, minimum education- VIII std.
- Facility Management: Unemployed, with minimal education
- Electro Mechanical Training: Unemployed, min education – X std.
- Material Management: Unemployed, min education- XII std

High-level Courses

- Security In Charge: Unemployed with min education- XII std. and employed as Security Guard
- Facility Management In charge: Unemployed with min education- XII std. or employed as Facility Services Operator
- Tour Guide: Unemployed with minimum education- XII std. and employed Tour Operator
- Train the trainers: Unemployed with min education up to Graduation or employed in min Supervisory Capacity for at least 3 years.

KEERTIKA ACADEMY PVT. LTD

Proposal Summary

Project Cost	Loan from NSDC: 12,45,00,000.00
Business Model	Student Fee s & Placement Fees based model
Operating Model	<ul style="list-style-type: none">• Trainee Sourcing through marketing channels, Job fairs, recruitment drives, partnership with government bodies, references network• Placement –bulk of which In-house in NIS management, rest by marketing to similar companies• In-house content development; leverage on existing infrastructure , training staff and experience in the market over 25 years• Certification In-House and some courses through reputed bodies