PUBLIC E-LEARNING PORTAL

1. INTRODUCTION

In the world of virtualization analyses the phenomenon of e-learning education shows that an environment is created around learners for the concept of 'Learning anytime anywhere'. The goal of this work is first of all to describe the current state of cloud based e-learning services enabling teachers to create, publish and sell their educational courses online. Consequently, a project for a new educational portal is designed with a comparison to those e-learning portals previously described.

2. SERVICE AND ITS APPLICATION

The world around us changesfaster every day and is interconnected as never before. If we want to prosper in this environment, we need to persistently gain and develop new skills and knowledge. Never before has an effective attitude of lifelong learning been as necessary for so manypeople -from economic point of view, as well as simply for understanding and finding a common sense in a currently very complex world. Formal education does not automatically provide a well-Paidjob, as it used to be in the past and it hardly can keep up with the speed and complexity of the present days.

Therefore there is every likely-hood that the demand for a non-university education will henceforth grow. At the same time the technologies are in these days significantly cheaper, easily available and acquirable by a wide audience than just a decade ago. Connecting these technologies with the educational process in the current world brings us unexpected possibilities. It already provides possibilities to obtain a good education in a variety of forms from geographically distant places in time and space. Additionally, education can be substantially adjusted to needs of every student.

Agreat example is the current phenomenonof Massive open online courses. The best universities of the world provide their courses online, and available for free of charge and for anyone to apply. Not only a wide variety of students is now able to make use of the current educational technologies, but also teachers from all around the world -including teachers

from non-Academic environment can use the state of the art informational tools. Today everyone with a decent computer, fast internet connection and an expertise in a certain field can pass their knowledge to the broad internet audience. With a major price reduction, simplification and security of payments internet represents also an interesting distributional channel for business involved in public education.

3. DESIRED QUALIFICATION FOR PROMOTER

Promoter for this service may have higher studies in UX/UI Designing or Web development designing as well as backend coding in PHP, JAVA, dotNet or any other language plus background of sales and marketing can be an value added plus point so that it brings down the cost of building project and also make the implementation smoother and it will require less time to build with greater quality.

4. INDUSTRY LOOK OUT AND TRENDS

E-learning is further expanded to m-learning. M-learning stands for "learning methods and materials that involve the use of mobile phones or handheld computers". Withthe rapidgrowth of smart phones (over 1.4 billion active devices worldwide by December 2013) and predictions favouring the active use of the devices over desktop computers (overtaking fixed internet access by 2014), there is a huge potential for a shift from the traditional "sitting in front of the computer" e-learning to education on the way and learning from small mobile devices.

Cloud based e-learning

Cloud services are simply defined as "any resource that is provided over the Internet". In the context of this thesis, the cloud services are differentiated from the traditional tools by the lack of need to install or manage software on the hard disk in order to create, publish and sell online education.

5. MARKET POTANTAIL AND MARKETING ISSUES. IF ANY

According to the market perspective of independent teachers and their cloud based options to publish and sell education online. Nonetheless, for the purpose of orientation in the market of education, it is necessary to mention a few other currently very popular online educational services as well.

Massive Online Open Courses (MOOC)

MOOC is defined as "a course of study made available over the Internet without charge to a very large number of people".

These courses are usually designed by well-known university professors, and the development of a MOOC is generally very expensive with costs over $100thousand. Open access of these courses usually attracts high numbers of students. For example more than 160thousandstudents signed up for a course in artificial intelligence at Stanford University at the end of 2011.Very low completion rates(reported to be around 7%), however, can be considered as a drawback of this phenomenon. Additionally, questions about its business model of long-term sustainability have been raised.

6. RAW MATERIAL REQUIREMENT

1. Computers with latest OS and Network Infrastructure
2. Advanced Software such as Photoshop, Illustrator, Dreamweaver and more according to the requirement.
3. Cloud service provider like Amazon AWS services subscription.

7. SERVICE PROCESS OUTLINE

Public E-learning portal provides large platform to professional skill developers and experienced professors. To sell a course on such online portal one needs to follow such guidelines and steps as follows:

Layout of the course:

Every course is divided into sections. Each section consists of Lessons and Quizzes. Each lesson contains one form of study material - video, audio, presentation, document, text or a mash-up (a combination of video and presentation with possible time synchronization).

Videos Tutorials:

Videos of various formats up to 1GiB can be uploaded. The portal also enables importing video from video hosting services such as YouTube and Vimeo.

Documentation:

Documents Presentations up to 1GiB can be uploaded, and only the .pdf format is supported. Portal should also provide the possibility to import presentations from the slide hosting service Slide Share.

Tests and Examinations:

Portal should support only simple exercises as an addition to the (preferably video) content lessons.

Selling the course ononline portal claims that its top -10 earning instructors earned more than 1.6$ Million in course sales. The support of foreign languages provides a significant help for the non-English teachers. Several courses in Spanish earned more than$10 thousandeach in first two months. In order to make profit on E-learning portal, a teacher has to apply for a premium account. This procedure is free of charge, but the teacher is obliged to provide additional personal information, PayPal account information and agree to the portalPaid Course Terms & Conditions.PayPal is currently also the only option to receive revenue.

8. MANPOWERREQUIREMENT

1. UX/UI Designers and researchers: 5 or 7minimum, who can create attractive UX for the portal and they can also research public demand and effectively apply it on the portal.

2. Tech-Support: 3 - who can manage server data and hosting and database.

3. Developer: 5-7 minimum, who can develop the system in various computer language platform like .NET, PHP or JAVA.

4. Sales and marketing: 1 or 2 who can work on official documentation and can re-present project in front of client.

Sr. No.	Designation	SALARY	Next Five Year Outline				
	Skilled Staff		Year-1	Year-2	Year-3	Year-4	Year-5
1	UX/UI Designers and researchers	10,000/-	3	4	6	7	10
2	Tech. Support	15,000/-	1	1	2	3	5
3	Developers	17,000/-	3	3	5	7	7
4	Sales and Marketing managers	10,000/-	3	3	3	5	5

			10	11	16	22	27
	Fixed Staff:						
1	ADMIN MANAGER	15000	1	1	1	1	1
2	Office Boy	9000	1	1	1	1	1
	sub-total		**2**	**2**	**2**	**2**	**2**
	Total		**12**	**13**	**18**	**24**	**29**

9. IMPLIMENTATION SHEDULE

The project can be implemented in a period of 3 to 5 months by performing the various activities in a systematic manner and simultaneous application of various common activities:

SR. No	Task Description	Duration
1.	Preparation of project reports	15 Days (1st Month)
2	Essential registration	15 Days (1st Month)
3	Site Selection	5-10 Days (1st Month)
4	Arrangement of Finance/ loan	30 Days (2nd Month)
5	Arrangement of ranted accommodation	30 Days (2nd Month)
6	Machinery and Equipment purchase	10 Days (3rd Month)
7	Recruitment of staff and labour	10 Days (3rd Month)
8	Installation of Machinery	10 Days (3rd Month)
9	Trial Operation	4th Month
10	Commercial Operation	5th Month

10.   COST OF PROJECT

Sr. No.	Particulars	Amount in Rs
1	Land	₹ 0.00
2	Building	₹ 0.00
3	Portal Development	₹ 56,000.00
4	Equipment/ Vehicle/ Other fixed investment	₹ 1,95,000.00
5	Working Capital Margin (3 Months)	₹ 2,56,500.00
	Total Cost of Project	**₹ 5,07,500.00**

(a)   FIXED CAPITAL CALCULATION

Sr. No.	Description	Qty	Amount (Rs)	Total (Rs)
1	Building Sub Portal and marketing material kit	1	₹20,000.00	₹20,000.00
2	Computers - with all necessary hardware and installed S/W like Visual Studio, MS Office, AI, XD and other particular S/W related to the application	5	₹27,000.00	₹1,35,000.00
3	Purchase bulk hosting services	1	₹20,000.00	₹20,000.00
4	Software licensing	1	₹ 16,000.00	₹ 16,000.00
5	Network Installation	1	₹10,000.00	₹10,000.00
6	Office Furniture	1	₹50,000.00	₹50,000.00
A	**Total**			**₹2,51,000.00**

(b) WORKING CAPITAL CALCULATION

Sr. No.	Description	Total (Rs)
1	*Salary*	*₹ 60,000.00*
1a	UX/UI Designers – 3 @ 10,000 Rs per Month	₹ 30,000.00
1b	Technical Support – 1 @ 15,000 Rs per Month	₹15,000.00
1c	Marketing Representative – 2 @ Rs 7500 Per month	₹15,000.00
2	**Software renewal**	**₹ 3,500.00**
3	**Other Expenses**	**₹ 4,500.00**
3a	Transportation	₹ 1,000.00
3b	Stock images/illustrators	₹ 3,000.00
3c	Stationery	₹ 500.00
4	**Rent**	**₹ 15,000.00**
B	*Total*	*₹ 83,000.00*

11. MEANS OF FINANCE

Sr. No.	Description	%age of Fixed Capital	Total
1	Promoter's Contribution	25%	₹ 1,26,875.00
2	Term Loan/Bank Finance	75%	₹ 3,80,625.00
Total			₹ 5,07,500.00

(a) Cost of Production

Sr. No.	Particulars	Amount in Rs
	Variable Cost	
1	Raw Material and Other direct inputs	₹ 8,000.00

2	Salary (60%)	₹ 36,000.00
3	Power (70%)	₹ 1,750.00
	Variable Cost 1 Month	₹ 45,750.00
	Total Annual Variable Cost	₹ 5,49,000.00
	Fixed Cost	
1	Overheads	₹ 15,000.00
2	Salary (40%)	₹ 24,000.00
3	Power (30%)	₹ 750.00
	Sub Total	₹ 39,750.00
	Total for 12 Months	₹ 4,77,000.00
4	Interest	₹ 45,675.00
5	Depreciation	₹ 28,650.00
	Total Fixed Cost	₹ 5,51,325.00
	Total Cost of Production	**₹ 11,00,325.00**

(b) Turnover

Sr. No.	Description	Cost/Unit	Qty/ Month	Sales/month	Revenue/year
1	Short Course without certification	₹8000.00 (Approximately)	15	₹1,20,000.00	₹14,40,000.00
2	Certificate Course with premium Instructor	₹15,000.00 (Approximately)	7	₹1,0500.00	₹12,60,000.00
Total					**₹27,00,000.00**

Note: Turnover is a subject matter to Enrolled students and their subscriptions. It will increase by the timeline.

12.   WORKING CAPITAL REQUIREMENTS

Sr. No.	Description	Total (Rs)
1	UX/UI Designers – 3 @ 10,000 Rs per Month	₹ 30,000.00
2	Technical Support – 1 @ 15,000 Rs per Month	₹15,000.00
3	Marketing Representative – 2 @ Rs 7500 Per month	₹15,000.00
4	Software renewal	₹ 3,500.00

13.   LIST OF MACHINARY REQUIRD

Sr. No.	Description	Qty	Amount (Rs)	Total (Rs)
1	Computers - with all necessary hardware and installed Windows and MS Office	5	₹27,000.00	₹1,35,000.00
2	Network Installation devices kit	1	₹10,000.00	₹10,000.00

All the machines and equipment are available from local manufacturers. The entrepreneur needs to ensure proper selection of product mix and proper type of machines and tooling to have modern and flexible designs. It may be worthwhile to look at reconditioned imported machines, dies and tooling. Some of the machinery and dies and tooling suppliers are listed here below:

1. Impressive Computers
   Hasan Ali House No. 4/41-A,
   Noor Baug, Umerkhadi,
   Mumbai - 400009,
   Maharashtra, India

2. Computer Planet
   Shop No. 1, Shaniwar Peth-53,
   Opposite Amruteshwar Mandir,
   Amruteshwar Co Operative Housing Society,
   Near Shaniwar Wada,
   Pune – 411030,
   Maharashtra, India

3. Visicube Technologies Private limited
   Door No. 1-8-315,
   Begumpet, Opposite US Consulate,
   Hyderabad - 500016,
   Telangana, India

4. Micon Automation Systems Private Limited
   A-814, Siddhi Vinayak Towers,
   Behind DCP Office, Makarba,
   Ahmedabad - 380051,
   Gujarat, India

14.   PROFITABILITY CALCULATION

Net Profit	₹ 15,99,675.00
Net profit Margin	59.25%

(a)   Profitability Projection

Sr. No.	Particulars	UOM	Year Wise estimates					At Full
			Year 1	Year 2	Year 3	Year 4	Year 5	Capacity
1	Capacity Utilization	%	30	40	50	60	70	100
2	Sales	Rs Lakhs	₹ 8.10	₹ 10.80	₹ 13.50	₹ 16.20	₹ 18.90	₹ 27.00
3	Raw Materials & Other Direct Inputs	Rs Lakhs	₹ 1.65	₹ 2.20	₹ 2.75	₹ 3.29	₹ 3.84	₹ 5.49
4	Gross Margin	Rs Lakhs	₹ 6.45	₹ 8.60	₹ 10.76	₹ 12.91	₹ 15.06	₹ 21.51
5	Overheads Except Interest	Rs Lakhs	₹ 4.77	₹ 4.77	₹ 4.77	₹ 4.77	₹ 4.77	₹ 4.77
6	Interest	Rs Lakhs	₹ 0.46	₹ 0.46	₹ 0.46	₹ 0.46	₹ 0.46	₹ 0.46
7	Depreciation	Rs Lakhs	₹ 0.29	₹ 0.29	₹ 0.29	₹ 0.29	₹ 0.29	₹ 0.29
8	Net Profit Before Tax	Rs Lakhs	₹ 0.94	₹ 3.09	₹ 5.24	₹ 7.39	₹ 9.54	₹ 16.00
9	Profit %		11.60%	28.62%	38.83%	45.63%	50.50%	59.25%

The basis of profitability calculation:

This unit will have capacity to build 180 static websites and 84 dynamic website per year.

The cost of developing static website would be 8000 INR to 15,000 INR per website, which includes 18-20 static pages and related images (Some premium image would be chargeable separately.) Developing a dynamic website will cost 15,000 INR to 25,000 INR per website which includes basic master pages and a basic CMS. (Some extra modules would be charged separately according to the requirement.)

Energy Costs are considered at Rs 7 per Kwh and fuel cost is considered at Rs. 65 per liter. The depreciation of plant is taken at 10-12 % and Interest costs are taken at 14 -15 % depending on type of industry.

15. BREAKEVEN ANALYSIS

Sr. No.	Particulars	UOM	Value
1	Sales at Full Capacity	Rs Lakhs	27.00
2	Variable Costs	Rs Lakhs	5.49
3	Fixed Cost incl. Interest	Rs Lakhs	5.51
4	Break Even Capacity BEP = FC/(Sales -Variable Cost) *100	% of Inst Capacity	**25.63**

16. STATUTORY / GOVERNMENT APPROVALS

Bureau of Indian Standards (BIS) is operating **Compulsory Registration Scheme (CRS)** for Electronics & IT Goods as per the provision of Chapter IVA of THE BUREAU OF INDIAN STANDARDS RULES, 1987 for the product categories notified by MeitY.

Visit official government website (Bureau of Indian Standards) for notice about products on: http://crsbis.in/BIS/

Entrepreneur may contact State Pollution Control Board where ever it is applicable.

17. BACKWARD AND FORWARD INTEGRATIONS

It is assumed that the unit will be viable at 75% efficiency on single shift basis considering 5 working days or as per demand of area per week.

The rate of interest in the scheme is taken at 11.5 % for both fixed and working capital. Due to liberalization and competition among banks, lower rate of interest is possible in future.

The prices of machinery and equipment are approximate which are ruling locally at the time of preparation of the project. When a tailor-cut project is prepared the necessary changes are to be made at the local level.

The cost of staff and labour is approximate which is ruling locally at the time of preparation of the profile. When a tailor-cut project is prepared the necessary changes are to be made.

18.   TRAINING CENTERS AND COURSES

There is no specific course in repairing and assembling services, but the most authorized centre is government authorized "ITI" available in all the cities across the country.

India Training institute of computer technology conducts various technical courses in different cities to enable students to make a bright career. Most of our vocational programs are job-oriented with which students can start earning the day they finish their training or can learn them as a hobby. Students can join for any of these in vacations as all these are short-term certificate courses.

Udyamimitra portal (link :www.udyamimitra.in) can also be accessed for hand-holding services viz. application filling / project report preparation, EDP, financial Training, Skill Development, mentoring etc.

Entrepreneurship program helps to run business successfully is also available from Institutes like Entrepreneurship Development Institute of India (EDII) and its affiliates all over India.

Disclaimer:
Only few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.