ShikshyaSetu

# 1. Institute Overview and Vision

You plan to open an educational institute in Nepal named 'ShikshyaSetu' offering:  
- Computer Courses: Graphic Design, Programming, Web Design & Development, Video Editing  
- Language Courses: English and Korean (EPS TOPIK)

The goal is to train SEE/+2 graduates with in-demand digital and communication skills to enhance employability and self-reliance.

# 4. Financial Overview & ROI

Estimated Monthly Revenue:  
- 50 students × Rs. 6,500 = Rs. 325,000  
  
Estimated Monthly Expenses:  
- Rent: Rs. 25,000  
- Utilities: Rs. 5,000  
- Internet: Rs. 4,000  
- Computers & Maintenance: Rs. 15,000  
- Staff Salaries: Rs. 150,000  
- Marketing: Rs. 10,000  
- Miscellaneous: Rs. 10,000  
  
Total Monthly Expenses: Rs. 219,000  
Estimated Monthly Profit: Rs. 106,000  
  
Initial Investment: Rs. 400,000  
ROI in ~4–6 months at full capacity.  
High 5-year profitability with scale and good branding.

# 5. Marketing Strategy – Word of Mouth

Word-of-mouth involves encouraging satisfied students, parents, and teachers to recommend your institute.  
Tactics include:  
- Referral incentives  
- Social media sharing of student testimonials  
- Success story highlights  
- Collaboration with schools for better outreach

# 6. School Consultation Proposal

[Sample Letter]  
  
ShikshyaSetu Educational Institute  
[Your Address]  
Phone Number: [Your Phone Number]  
Email: [Your Email]  
Date: [Insert Date]  
  
To,  
The Principal  
[School Name]  
[School Address]  
  
Subject: Proposal for Student Skill Development & Commission-Based Partnership  
  
Namaste,  
  
We offer certified training in computer and language skills for SEE and +2 graduates. We propose a commission-based referral partnership.  
  
- Rs. 1,000 per referred student enrolled  
- Transparent student mention system  
- Regular updates and reporting  
  
We hope to meet with you to discuss this opportunity.  
  
Best regards,  
[Your Name], Founder – ShikshyaSetu

# 7. Referral Partnership Agreement

Referral Agreement Between ShikshyaSetu and [School Name]  
  
Effective Date: [Insert Date]  
  
1. Objective: Provide skills to SEE/+2 students.  
2. Referral Terms: Rs. 1,000 per enrolled student mentioning the school.  
3. Payment: Monthly via agreed method, with reporting.  
4. Validity: 1 year, renewable.  
5. Confidentiality: Sensitive data is confidential.  
  
Signed by both parties.