# E-Shiksha 1.0

**Pan-India Expansion Plan Document – 1.O**

**Prepared for:** CEO – Sahaj Retail Ltd.  
**Prepared by:** Dr. Ritesh Prasad – Head of E-Learning  
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1. **Executive Summary**

**Sahaj E-Shiksha:** *Transforming Rural India’s Learning Landscape*

With the largest rural retail network in India, Sahaj Retail Ltd. is now venturing into the future of education through Sahaj E-Shiksha — a pioneering Ed-Tech platform built for Next-Gen Rural India.

1. **Current Position of Company (CPoC)**

|  |  |
| --- | --- |
| **Category** | **Details** |
| **Brand Name** | **E-Shiksha** |
| **Mission** | Democratizing Ed-Tech for Next-Gen Rural India! |
| **Value Statement** | Affordable, Accessible, and Aspirational |
| **USP** | Leveraging India’s largest rural retail network to deliver high-quality, vernacular e-learning at the last mile |
| **Projected Operating States** | 12 (UP, RJ, OR, BR, JH, WB, HR, KA, TN, PB, NE States) |
| **Business Model** | * B2B2C * Asset-light * Scalable Model |
| **Brand Focus** | * Students * Unemployed youth * Women empowerment |
| **Network** | 3.2 lakh Sahaj Mitr center’s |
| **Active Network** | 1,00,000 franchisees |

1. **Business Concept**

E-Shiksha is a **rural-focused Ed-Tech platform** that delivers affordable, vernacular, and **career-oriented strictly online learning** through **1,00,000+ Sahaj Mitra centres.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course Segmentation** | **Target** | **Duration** | **Expected Outcomes** | **Certification / Credentials** | **Potential Partners** |
| Grade 9–12 Academic Courses | School Students (Rural & Semi-Urban) | Long-term (1–4 yrs) | Improved academic performance | E-Certificate of Completion, Progress Reports | NIOS, CBSE/State Boards, NCERT |
| Competitive Exam Preparation | Aspirants of JEE, NEET, Banking, Govt. Jobs | Mid to Long-term (6–24 months) | Higher success rate in competitive tests | Test Readiness Certificate, Mock Test Score Reports | Coaching Institutes, BYJU’s, Unacademy, Testbook |
| Vocational Courses | Youth & Adults seeking livelihood skills | Short-term (3–6 months) | Practical skill and self employment & job opportunities | Industry-Aligned E-Certificate, Skill Badge | NSDC, Skill India, ITIs, Local NGOs |
| Skill Development Programs | Job Seekers & Early Career Professionals | Short to Mid-term (3–12 months) | Industry-relevant skills, improved employability, career advancement | Govt./Industry Recognized Certification (NSDC/Skill India) | NSDC, NASSCOM, Sector Skill Councils, Coursera, LinkedIn Learning |
| Digital Literacy & Employability Training | Rural Workforce & First-time Digital Learners | Short-term (1–3 months) | Basic digital proficiency, workplace readiness, access to digital economy opportunities | Digital Literacy Certificate, Employability Badge | Digital India Mission, Common Service Centres (CSCs), Microsoft, Google, TCS iON |

**Unique Advantage:**

Unlike urban-centric Ed-Tech players, E-Shiksha leverages **India’s largest rural retail network (1,00,000 lakh centres)** to ensure **last-mile delivery, vernacular content, and affordability**.

# ****Market Problem & Sahaj E-**** ****Shiksha Solution****

### ****The Problem****

*Rural India faces persistent barriers in education:*

* Limited access to quality teachers and institutes
* Predominantly urban-focused digital learning
* High costs of existing Ed-Tech platforms
* Lack of vernacular content and digital literacy
* Skill gap leading to low employability

### ****The Solution: Sahaj E-Shiksha****

A **Vernacular and Affordable Ed-Tech platform** leveraging **Sahaj’s 1 lakh rural centres** to deliver education at the last mile.

**Key Features:**

* Online model + Assisted Learning Centres via 1,00,000+ franchisees
* Vernacular-first content across 9–12, competitive exams, skills, and vocational training
* Freemium, Low-cost model, Subscription and Pay-Per-Course models
* Skill-aligned courses with Skill India and NSDC standards

1. **Industry & Market Analysis**

### ****Industry Overview****

* India’s **Ed-Tech market** is projected to reach **USD 10 billion by 2025**, growing at a **~39% CAGR**.
* Post-COVID, demand for **digital learning and skill development** has accelerated, with **Tier-2 and Tier-3 towns showing the fastest adoption**.
* The **rural education market** remains largely untapped, despite comprising **65% of India’s student population**.

### ****Target Market****

* **Primary Segment:** School students (K–12) in rural and semi-urban areas
* **Secondary Segment:** Competitive exam aspirants (Govt. jobs, banking, SSC, Railways)
* **Tertiary Segment:** Rural youth seeking vocational skills, digital literacy, and employability training

### ****Competitor Landscape****

* **Urban-focused players:** BYJU’S, Un-academy, Vedantu, Toppr — primarily target metros and premium users
* **Skill platforms:** Coursera, Udemy, Skill India (limited rural penetration)
* **Gap:** No major Ed-Tech player combines **vernacular content, affordability, and physical rural presence** at scale

### ****E-Shiksha’s USP in the Market****

* **Deep Rural Reach:** 1 lakh+ active franchisees
* **Vernacular Content:** Courses in Regional Languages for accessibility
* **Affordable Pricing:** Designed for low and middle-income households
* **Hybrid Model:** Online + assisted learning at local centres

1. **Business Model**

* **Revenue Streams**

1. **Subscriptions:** Low-cost monthly/annual plans for 9–12, competitive exams, and skill courses.
2. **Pay-per-Course:** One-time fee for specialized or vocational programs.
3. **Franchise Revenue:** Commission from Sahaj Mitra center’s delivering assisted learning.
4. **Institutional Partnerships:** B2B collaborations with schools, colleges, NGOs, and training institutes.
5. **Government Tie-ups:** Programs under *Skill India*, *NSDC*, and state education schemes.
6. **Certification & Value-Added Services:** Digital literacy, employability programs, career counseling.

* **Delivery Model**
* **Hybrid Approach:**
  + **Online (Direct-to-Student):** Mobile app and web platform with self-paced and live courses.
  + **Assisted Learning (Through Centres):** 1,00,000+ franchisees providing local support, doubt-clearing, and blended learning facilities.
* **Pricing Strategy**
* **Affordable & Inclusive:** Low-cost subscriptions (₹100–500/month) to ensure mass adoption.
* **Tiered Pricing:** Basic (free/freemium), Standard, and Premium packages.
* **Special Discounts:** For rural schools, SHGs, women learners, and community programs.
* **Value Creation**
* **For Students:** Accessible, vernacular, and affordable learning.
* **For Franchisees:** New income streams through assisted education services.
* **For Investors:** Scalable, asset-light, and socially impactful Ed-Tech model with high growth potential.

# ****Product & Service Details****

### ****Core Offerings****

1. **K–12 Academic Learning**

* Curriculum aligned with NCERT and State Boards
* Interactive video lessons, practice tests, and doubt-solving
* Available in **vernacular languages** for better comprehension

1. **Competitive Exam Preparation**

* Banking, SSC, Railways, State PSC, and other government exams
* Mock tests, previous year papers, and expert faculty sessions
* Affordable compared to urban coaching institutes

1. **Vocational & Skill Development**

* Digital literacy, entrepreneurship, retail skills, communication, IT
* Courses aligned with Skill India and NSDC frameworks
* Certification for employability enhancement

1. **Professional & Employability Training**

* English speaking, personality development, interview preparation
* Career guidance and mentorship programs

1. **Digital Literacy & Community Courses**

* Basic computer education
* Internet and mobile usage training
* Tailored modules for women, farmers, and rural entrepreneurs
* **Platform Features**
* Mobile App **+ Web Access** for self-learning
* **Hybrid Support** through 1,00,000+ Sahaj Mitrs Assisted Learning Centre’s
* **Vernacular Content** in local languages
* **Progress Tracking & Assessments**
* **Certification & Employability Linkages**

# ****Operations & Infrastructure****

### ****Technology Infrastructure****

* **Learning Management System (LMS):** Scalable cloud-based platform for hosting courses, assessments, and live classes.
* **Mobile App & Web Portal:** Optimized for low bandwidth, ensuring access in rural areas.
* **Content Delivery Network (CDN):** To provide seamless streaming of video lessons, even in low-internet zones.
* **Data Security & Privacy:** Encrypted systems for safe student data management.

### ****Content Development****

* Partnerships with universities, vocational institutes, and industry bodies.
* Vernacular content production in multiple regional languages.

### ****Franchise & Centre Network****

* **Sahaj Mitr Centre’s (1,00,000+ active franchisees):**
* Assisted Learning Centres
* Local language facilitation and community engagement
* Centres act as **last-mile delivery points**, ensuring inclusion of non-digital learners.

### ****Operational Process****

1. **Content Creation** → Developed and localized into multiple languages.
2. **Platform Upload** → Courses hosted on LMS/app for digital access.
3. **Distribution** → Students access via mobile/web OR assisted centres.
4. **Support & Engagement** → Doubt clearing, assessments, and progress monitoring via local facilitators.
5. **Certification & Placement Support** → For vocational and skill-based courses.

### ****Scalability****

* Asset-light model: Technology + franchisees (no heavy infrastructure costs).
* Easily replicable across additional states and languages.
* Future-ready for integration with AI-based personalized learning and government partnerships.

# ****Organization & Management****

### ****Promoters****

**Sahaj Retail Ltd:** Parent company with a proven track record in rural digital services and financial inclusion.

1. **E-Shiksha - Core Founding Team**
2. **National E-Learning Head: (Directly Reporting** to CEO  **E-Shiksha)**

Vision & Strategy, Execution & Delivery, Sales & Revenue Generation, Brand Leadership & Outreach, Business Scaling, Partnerships & Alliances, Team Building & Management, Monitoring & Outcomes

* Key Impact:
* Education Excellence, Employability Growth, Revenue Sustainability, Nationwide Impact

1. **Core Functional Heads - (Proposed)**

**Directly Reporting** to National E-Learning Head

* Head – Academic Instructor & Trainer
* Head – Technology & Platform
* Head – Sales & Marketing
* Head – Rural Outreach
* Head – Operations & Support

1. **Execution Teams - Under Each Functional Head - (Proposed)**

* Technology & Platform → Developers, UI/UX, Data Analysts
* Sales & Partnerships → Sales Executives, B2B/Govt. Liaison, Customer Success Managers
* Branding & Outreach → Marketing Specialists, Community Coordinators
* Operations & Support → Student Support Executives, Regional/State Coordinators
* Strategy & Finance → Finance Managers, HR, Growth Analysts

1. **Regional / State Teams**

* State Leads → Manage operations in each state
* Regional Coordinators → Connect with local institutions, CSCs, NGOs
* Field Trainers / Outreach Executives → On-ground learner support, awareness, and adoption

### ****Advisory Board (Proposed)****

* **Education Experts:** Curriculum and pedagogy advisors.
* **Technology Advisors:** Ed-Tech and AI/ML specialists.
* **Government/Policy Advisors:** To align with Skill India and state education policies.

### ****Human Resource Plan****

* **Year 1:** Core leadership + 20–30 staff
* **Year 2–3:** Expansion to 100+ staff across tech, sales, training, and customer support.
* **Franchise Support Staff:** Training coordinators and regional managers to enable local execution.

### ****Governance & Structure****

* Registered as a **Private Limited Company** under Sahaj Retail Ltd.
* Strong **corporate governance policies** to ensure transparency and accountability.
* **Performance-driven culture** with periodic reviews, KPIs, and incentive-based growth.

# ****Regulatory & Legal Requirements****

### ****Company Registration****

* **Private Limited Company** under the Companies Act, 2013 (preferred for scalability and investor funding).
* Registered under **MCA (Ministry of Corporate Affairs)**.

### ****Tax & Compliance****

* **GST Registration:** Mandatory for online services and franchise operations.
* **PAN & TAN Registration** for financial transactions.
* **Periodic Compliance:** Annual filings, IT returns, and MCA submissions.

### ****Education & Skill Sector Approvals (as applicable)****

* **Skill India / NSDC Accreditation:** For vocational training programs.
* **Sector Skill Council (SSC) Approvals:** Depending on trades (IT, retail, BFSI, etc.).
* **Tie-ups with State Education Boards:** For school-level courses in regional languages.
* **UGC/AICTE/NIOS Collaborations:** For recognition of higher education or certification programs (optional, but adds credibility).

### ****Content & IP Protection****

* **Copyright Registration:** To safeguard original video lessons, study material, and course content.
* **Trademark Registration:** For brand name “Sahaj E-Shiksha” and logo.
* **Data Privacy & IT Compliance:** Following **IT Act 2000** guidelines for online platforms.

### ****Franchise & Partner Agreements****

* Legally binding franchise agreements for Sahaj Mitrs centres.
* MOUs with schools, colleges, and training institutions.

# ****Marketing & Growth Strategy****

### ****Brand Positioning****

* **Tagline:** “Democratizing Ed-Tech for Next-Gen Rural India”
* Positioned as **affordable, vernacular, and trustworthy** education for rural learners.
* Social-impact driven brand with commercial scalability.

### ****Marketing Channels****

1. **Digital Marketing (Only for Tier – 1 Villages)**
   * Social media (Face book, Instagram, YouTube, WhatsApp groups in vernacular)
   * SEO & app-store promotions for rural discoverability
2. **On-ground Campaigns**
   * Regional influencer collaborations (local educators, micro-influencers)
   * Awareness drives via Sahaj Mitr centres in villages
   * Posters, wall paintings, and kiosks at Panchayat / CSC points
3. **Institutional Tie-ups**
   * Partnerships with schools, coaching institutes, and NGOs for blended learning
   * Collaboration with state governments for digital education initiatives

### ****Student Acquisition & Retention****

* **Referral Programs:** Rewards for students who bring in peers.
* **Freemium Model:** Free basic content; paid advanced courses.
* **Localized Support:** Vernacular helplines and Sahaj Mitr-assisted enrollment.
* **Pilot Testing**

|  |  |  |  |
| --- | --- | --- | --- |
| **Goal** | **Target Timeline** | **Focus** | **Achievements** |
| Train Sahaj Mitra outlet owners to sell courses | Oct 25 | Certified course sellers | 30% outlets trained & certified |
| Create awareness campaign for rural learners | Oct 25 | 2 States | 50 lakh+ people reached |
| Launch pilot Sales in 1,000 outlet | Nov 25 | Test sales & feedback | Proof of concept for scale-up |

# Go to Market: 6 Month Optimized Pilot Rollout Plan

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Pilot Stage** | **Outlets Covered** | **Coverage** | **Duration** | **Objective** |
| Nov 25 | 1,000 | 1 State | − | Test sales & feedback |
| Dec 25 | 5,000 | 2 States | 30 days | Optimize process |
| Jan 26 | 10,000 | 4 States | 60 days | Optimize process |
| Feb 26 | 20,000 | 6 States | 90 days | Optimize process | |
| Mar 26 | 50,000 | 8 States | 120 days | Optimize process | |
| Apr 26 | 1,00,000 | 12 States | 180 days | Mass adoption | |

* **Success Metrics**
* **Product Readiness:** 100% of courses uploaded and functional.
* **Network Training:** At least 80% outlets ready to sell.
* **Early Sales:** **20,000 course** enrollments within **90 days.**
* **Customer Feedback:** 90% positive satisfaction ratings in pilot regions.

### ****Growth Strategy****

|  |  |  |
| --- | --- | --- |
| **Month** | **Target States** | **Scale (Expansion)** |
| 1 | 1 | Pilot Launch |
| 2 | 2 | Early Expansion |
| 3 | 4 | Rapid Rollout |
| 4 | 6 | Wider State Presence |
| 5 | 8 | Mid-Scale Expansion |
| **6** | **12** | **Pan-Regional Coverage** |
| 12 | 12 | Full State Coverage (Consolidation) |
| 24 | 18 | National Growth (Major States) |
| 36 | 24 | Nationwide Presence |

### ****Narrative for Investors****

* **0–6 Months:** Pilot in 1 state, quickly scaling to **12 states** by Month 6 using Sahaj Mitra centres.
* **12 Months:** Consolidate operations across 12 states, reaching strong user base & revenues.
* **24 Months:** Expand to **18 states**, tapping deeper into semi-urban and rural markets.
* **36 Months:** Operate in **24 states**, establishing Sahaj E-Shiksha as India’s leading rural-first Ed-Tech platform.

# ****Financial Plan****

### ****Startup Costs (Estimated (Year 1) Split-up)****

|  |  |  |
| --- | --- | --- |
| **Category** | **Details** | **Cost (₹ Cr)** |
| **Technology Development** | LMS Platform, Mobile App, Website | 0.50 |
| **Marketing & Promotions** | Digital campaigns (10%) + Rural outreach (90%) | 1.00 |
| **Core Team (Salaries)** | Core team & support staff | 3.00 |
| **Working Capital & Ops** | Daily operations, Centre support, Contingencies | 1.00 |
| **Total** | — | **5.50 Cr** |

* **Initial Startup Investment Requirement: ₹5.50 Cr in Year 1**

### ****Revenue Projections (Year 1 Indicative)****

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Month** | **Outlets**  **Covered** | **Coverage**  **States** | **Generative**  **Outlets** | **Avg. Enrollments**  **per Outlet** | **Students**  **Enrolled** | **Avg. Revenue**  **@ ₹200 in**  **Cr** |
| 1 | 1,000 | 1 State | **500** | **10** | **5,000** | **₹0.1** |
| 2 | 5,000 | 2 States | 1,000 | 10 | 10,000 | **₹ 0.2** |
| 3 | 10,000 | 4 States | 2,000 | 10 | 20,000 | **₹ 0.4** |
| 4 | 20,000 | 6 States | 5,000 | 5 | 25,000 | **₹ 0.5** |
| 5 | 50,000 | 8 States | 10,000 | 5 | 50,000 | **₹** 1.0 |
| 6 | 1,00,000 | 12 States | 20,000 | 5 | 1,00,000 | **₹** 2.0 |
| 12 | 1,00,000 | 12 States | 1,00,000 | 5 | 5,00,000 | **₹** 10.0 |
| **Total** | — |  | — | — |  | **₹10.0 Cr** |

## Projected Learner & Revenue Growth

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Year | States Covered | Learners (Cumulative) | Avg. Fee (₹) | Revenue (₹ Cr) | Growth |
| 1 | 12 | 5,00,000 | 200 | 10.0 | — |
| 2 | 18 | 10,00,000 | 250 | 25.0 | 150% |
| 3 | 24 | 15,00,000 | 300 | 45.0 | 80% |

## 3-Year P&L Projection (E-Learning Vertical)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Year** | **Revenue (₹ Cr)** | **Opex**  **(₹ Cr)** | **Commissions (₹ Cr)** | **NPBT (₹ Cr)** | **Tax (30%)**  **(₹ Cr)** | **NPAT (₹ Cr)** | **Profit Margin %** |
| 1 | 10.0 | 5.5 | 2.0 | 2.5 | 0.7 | 1.8 | 18% |
| 2 | 25.0 | 12.0 | 5.5 | 7.5 | 1.9 | 5.6 | 22% |
| 3 | 45.0 | 20.0 | 11.5 | 13.5 | 3.4 | 10.1 | 22–23% |

### EBITDA Calculation (Year 1–3)

|  |
| --- |
| Formula: EBITDA = Revenue − (Opex + Commissions) |

### 

### From your P&L table:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Year | Revenue(₹ Cr) | Opex(₹ Cr) | Commissions(₹ Cr) | EBITDA(₹ Cr) | EBITDA Margin( %) |
| 1 | 10.0 | 5.5 | 2.0 | 2.5 | 25% |
| 2 | 25.0 | 12.0 | 5.5 | 7.5 | 30% |
| 3 | 45.0 | 20.0 | 11.5 | 13.5 | 30% |

### Break-even Analysis

|  |
| --- |
| Break-even Point (BEP) in Students = Fixed Costs ÷ Contribution per Student |

### Fixed Costs (Year 1) = Opex (₹5.5 Cr)

### Variable Costs per Student = Commission (~20% of revenue per student = ₹40 on ₹200 fee)

### Contribution per Student = Fee (₹200) – Variable Cost (₹40) = ₹160

### Break-even Students=5.5 Cr\160 ≈3,43,750students

### Break-Even Revenue

|  |
| --- |
| Break-Even Revenue = Break-even Students× Fee |

### Break-even Revenue=Break-even Students × Fee = 3,43,750×200 = ₹6.875 Cr

### Summary:

### EBITDA (Year 1–3): ₹2.5 Cr → ₹7.5 Cr → ₹13.5 Cr

### Break-even Students (Year 1): ~3.44 lakh

### Break-even Revenue: ~₹6.875 Cr (achieved before full Year 1 target of ₹10 Cr).

### ****Cost Structure****

* **Fixed Costs:** Technology maintenance & Core staff salaries
* **Variable Costs:** Marketing, franchise commissions, student acquisition costs

### ****Funding Requirement****

* **Ask:** **₹1.5 – 2Cr** (Initial funding to Cover technology, Marketing, and Operations)
* **Utilization:**
* Technology Development: ₹0.5 Cr (mostly upfront in Month 1–3)
* Marketing & Outreach: ₹1.0 Cr (phased rollout)
* Core Team Salaries: ₹3.0 Cr (spread monthly = ~₹0.25 Cr per month)
* Working Capital & Ops: ₹1.0 Cr (spread monthly)
* **Total = ₹5.5 Cr (Year 1 burn before revenues).**
* **Revenue Flow (Year 1)**
* By Month 3: ~₹0.7 Cr revenue (0.1+0.2+0.4)
* By Month 6: ~₹4.2 Cr cumulative revenue
* By Month 12: ~₹10 Cr cumulative revenue
* **Funding Needs (Net Burn) = Cash required = Opex – Revenue**

**First 3 Months**

* Opex (3 months) ≈ ₹1.65 Cr (0.55 × 3) + Tech upfront 0.5 Cr ≈ **₹2.15 Cr**
* Revenue by Month 3 ≈ ₹0.7 Cr
* **Net Requirement ≈ ₹1.5 Cr**

**First 6 Months**

* Opex (6 months) ≈ ₹3.3 Cr + Tech upfront 0.5 Cr ≈ **₹3.8 Cr**
* Revenue by Month 6 ≈ ₹4.2 Cr
* **Net Requirement ≈ ~₹0.0 Cr** (breakeven point reached by Month 6)

**First 12 Months**

* Opex (12 months) ≈ ₹6.6 Cr + Tech upfront 0.5 Cr ≈ **₹7.1 Cr**
* Revenue by Month 12 ≈ ₹10 Cr
* **Net Requirement ≈ Already positive cashflow**

# ****Risk Analysis & Mitigation****

### ****Competition Risk****

* **Risk:** Strong urban Ed-Tech players (BYJU’S, Unacademy, Vedantu) may expand into rural markets.
* **Mitigation:** Focus on vernacular content, affordability, and Sahaj’s exclusive last-mile retail network — advantages no urban Ed-Tech can replicate easily.

### ****Adoption Risk****

* **Risk:** Rural families may be slow in adopting digital learning due to lack of awareness or trust.
* **Mitigation:** Assisted learning at Sahaj Mitr Centre’s + local facilitators + freemium model to build trust gradually.

### ****Technology Risk****

* **Risk:** Platform downtime, app bugs, or poor user experience can impact adoption.
* **Mitigation:** Scalable cloud infrastructure, regular updates, and 24x7 tech support.

### ****Financial Risk****

* **Risk:** High marketing and content development costs in early years may pressure cash flow.
* **Mitigation:** Asset-light franchise model phased content development, and early partnerships with government/NGOs to offset costs.

### ****Regulatory Risk****

* **Risk:** Changes in education policy, approvals, or compliance requirements.
* **Mitigation:** Alignment with Skill India, NSDC, NIOS and state education boards for long-term credibility.

### ****Retention Risk****

* **Risk:** Students may drop out after trial period or prefer free content.
* **Mitigation:** Gamification, affordable pricing, regional mentoring, and career-linked certification for higher stickiness.

# ****Implementation Roadmap****

### ****Phase 1: Foundation (0–3 Months)****

* Finalize LMS, mobile app, and web platform development
* Integrating the courses with **Sahaj E-Learning Academy**
* Register company, secure IP & compliance certifications
* Pilot testing with select Sahaj Mitr center’s

### ****Phase 2: Pilot Launch (4–6 Months)****

* Launch in **12 operating states** with limited course portfolio
* Train franchise partners and facilitators
* On-ground awareness campaigns in pilot regions
* Collect feedback for platform improvement

### ****Phase 3: Expansion (7–12 Months)****

* Expand vernacular content to 6–8 regional languages
* Scale franchise enablement to 1,00,000+ active centres
* Aggressive digital + Community Marketing Push

### ****Phase 4: Growth & Consolidation (Year 2–3)****

* Achieve Pan-India coverage with deeper penetration in Rural States
* Introduce advanced features: AI-based Adaptive Learning
* Sign MoUs with **Skill India, NSDC, and state education boards**
* Grow student base to **1 million+ paid learners**

### ****Phase 5: Long-Term Vision (Year 3–5)****

* Position Sahaj E-Shiksha as **India’s largest rural Ed-Tech platform**
* Explore international rural education markets (South Asia & Africa)
* Expand into **franchise-led physical e-learning hubs** with hybrid classrooms

## Pitch Request

## Approve **PAN-India expansion** plan

## Allocate **₹2 Cr Strategic Investment**

## Authorize Project **Execution**

## ****Commitment:****

I will spend the first 6 months on-ground with all teams to optimize current resources and **achieve the target** **without extra burn**.