

സി-ആപ്റ്റ്/016/26/റ്റി.ആർ.ജി(എഫ്)

തീയതി: 10.03.2026

വിജ്ഞാപനം

സി-ആപ്റ്റ് കോഴ്സുകൾ നടത്തുന്നതിന് ഫ്രാഞ്ചൈസികളെ ക്ഷണിച്ചുകൊണ്ടുള്ള അപേക്ഷ സമർപ്പിക്കുന്ന തീയതി ദീർഘിപ്പിച്ചിരിക്കുന്നു

കേരള സർക്കാരിന്റെ ഉന്നത വിദ്യാഭ്യാസ വകുപ്പിന് കീഴിലുള്ള സി-ആപ്റ്റ് മൾട്ടിമീഡിയ അക്കാഡമിയിൽ തൊഴിലധിഷ്ഠിത കോഴ്സുകളായ ഡിപ്ലോമ ഇൻ ലോജിസ്റ്റിക്സ് & സപ്ലൈ ചെയിൻ നാഷണൽ സ്റ്റോക്ക് എക്സ്ചേഞ്ചിന് കീഴിലുള്ള NISM എയർപോർട്ട് ഓപ്പറേഷൻസ് & ഹോസ്പിറ്റാലിറ്റി, ഹോസ്പിറ്റൽ അഡ്മിനിസ്ട്രേഷൻ കോർപ്പറേറ്റ് ഫിനാൻസ്, പി.ജി.ഡി.സി.എ, ഡി.സി.എ, ഡി.എഫ്.എഫ്.എ എന്നീ കോഴ്സുകളും NSQF ലെവൽ 4,5 സർട്ടിഫിക്കറ്റ് കോഴ്സുകളായ വെബ് ഡെവലപ്പർ, സോഫ്റ്റ് വെയർ ഡെവലപ്പർ, സീരിസിലെ സ്റ്റോക്ക് മാർക്കറ്റിലെ വിവിധ സർട്ടിഫിക്കറ്റ് കോഴ്സുകൾ അനുസരിച്ചിട്ടുള്ള തുടങ്ങി 102 കോഴ്സുകൾ നടത്താൻ ഫ്രാഞ്ചൈസികളെ ചുമതലപ്പെടുത്തുന്നു. അപേക്ഷ സമർപ്പിക്കുന്ന തീയതി 2026 മാർച്ച് 21-ാം തീയതി വരെ ദീർഘിപ്പിച്ചിരിക്കുന്നു.

പരീക്ഷാ നടത്തിപ്പ്, സർട്ടിഫിക്കറ്റ് നൽകൽ എന്നിവ സി-ആപ്റ്റിന്റെ ചുമതലയായിരിക്കും. കൂടുതൽ വിവരങ്ങൾക്ക് www.captmultimedia.com എന്ന വെബ്സൈറ്റ് സന്ദർശിക്കുകയോ ഫോൺ: 0471-2467728, 9847131115, 7012433735 ഇമെയിൽ: mma@captkerala.com വഴിയോ ബന്ധപ്പെടാവുന്നതാണ്.



ഡോ. പി. സുരേഷ്കുമാർ
മാനേജിംഗ് ഡയറക്ടർ

No.Capt/07/2026/TRG (F)

Date : 05.02.2026



Application for the Selection of Franchisees to conduct IT/ITES/SKILL oriented training Courses on Franchisee basis under C-apt Multimedia Academy in the unrepresented areas - various Taluk / District Head Quarters and Major Town in Kerala

1. Kerala State Centre for Advanced Printing and Training (C-apt) an autonomous organization under the Government of Kerala invites applications from companies/firms/personals to conduct IT/ITES/SKILL oriented Career Courses on franchisee basis under the auspices of this centre in the unrepresented areas -various Taluk/District Head Quarters and Major Towns in Kerala. The main objective of this venture is to give training to the youths in the field of Animation ,Multimedia, IT,ITES,Skill Courses.
2. Details of Proposed Courses (based on the franchisee proposal)
3. The franchisee fee for one year **₹ 25,000/- plus GST @ 18%** should be remitted with the final agreement if selected and which is non refundable.
4. The courses should be conducted as per the directions of C-apt.
5. The selected Franchisee Centre has to remit **25%** of Course fee as Royalty share to C-apt immediately after the receipt of fee from the students.
6. The local marketing has to be carried by the franchisee.
7. Interested parties shall fill up the following:
 - a. Response form
 - b. Market Analysis
 - c. Business Projections (Based on the market analysis)
 - d. Reference list
 - e. Site details
 - f. Affidavit in Kerala Stamp Paper worth **₹ 200/-** .

g. Application fee ₹ 3,540/- (Rupees Three thousand five hundred and forty only) non refundable by *DD in favour of "Managing Director", Kerala State Centre for Advanced Printing and Training payable at Thiruvananthapuram.*

8. The filled application form with fee should be send to the following address on / or before **10th March 2026.**

**The Managing Director,
Kerala State Centre for Advanced Printing and Training (C-apt),
Franchisee Division, Punnapuram, West Fort,
Thiruvananthapuram - 695024.**

9. The last date of submitting the filled in application form is **10th March, 2026 up to 5 pm.**

10. On receipt of your documents along with the DD and once your EOI is short listed by the Technical Committee, C-apt officials will visit your proposed site for inspection. Based on their report the final allotment of franchisees will be decided. C-apt reserves the right to accept or reject any application or amend the terms and conditions without assigning any reason whatsoever.



Managing Director
[Handwritten signature]

FRANCHISEE PROPOSAL

**FOR THE SELECTION OF INFORMATION TECHNOLOGY
AND OTHER SKILL TRAINING CENTRES TO CONDUCT
TRAINING COURSES UNDER THE AUSPICES OF**

**KERALA STATE CENTRE FOR ADVANCED PRINTING AND
TRAINING (C-APT) MULTIMEDIA ACADEMY**

C-APT PROFILE

KERALA STATE CENTRE FOR ADVANCED PRINTING AND TRAINING (C-APT) is an autonomous institution established by the Government of Kerala in the year 1992 as per G.O.(MS) 73/92/H.Edn dt. 28.04.1992 with the Hon'ble Minister for Education, Kerala State, is being its Chairman and Principal Secretary, Higher Education Department as its Vice Chairman.

The main objectives of the Centre are to impart training in the field of Computer, Office Automation, Animation / Multimedia and Printing to the educated unemployed youth and to undertake Printing and Reprographic works for the Government Departments/Autonomous Bodies/Public sector.

Why C-APT starts training?

To create a channel with its own unique identity, and with a sole purpose to cater to the demands & requirements of this growing segment. We have conceived this model keeping in mind key opportunities / benefits, which are listed below:

Niche market: There is a huge market comprising of school leaving students, College students, professionals and individuals across all walks of life. Today virtually every individual aspires to be computer literate and that is the need, which this model helps fulfill.

Proliferation of IT : Today computer is being used incorporated extensively in all segment of life. It is increasingly seen that presentations, walkthrough, product launches, commercials, education, mobiles etc. are using IT/Multimedia techniques to be more attractive to the customer. This has pushed up the demand for well trained IT professionals across all areas of media.

Access to talent pools: This new channel by virtue of it being a quality education provider, will offer products to varied groups in the market. School students from the secondary school level onwards will have an alternative career option.

Our Vision and Mission

The vision is “to become a globally recognised institution that produces world class professionals” with the mission “to ensure that the curriculum is in tune with the industrial needs and developments at all times and also to impart internationally competitive skills in the students to enable them to have an upper hand in the national and international job market.”

C-APT Courses and Curriculum

Program Aim

The program aims at imparting global skills in IT and other skill courses.

Program Goals

The program emphasizes on a holistic development of the students including general skills such as communications, teamwork, problem solving, besides technical skills and subject knowledge

Programs and Course Structure

Course and Fee Structures

COURSE DETAILS						
SL. No	Course Code	Course Name	Duration	Hours	Eligibility	Lump sum Fees (Excl. GST)
CAREER COURSES						
1	ADCF	Adv.Dip.in Corporate Finance	One Year	500hrs	Plus Two	35000
2	DPT	Dip.in Printing Technology	Six Months	300hrs	SSLC	10000
3	DAOH	Dip.in Airport Operations & Hospitality	One Year	500hrs	Plus Two	40000
4	DPPFTP	Dip.in Pre-Primary Faculty Training Programme	One Year	600hrs	Plus Two	22000
5	ADCHMN	Adv:Diploma in Computer Hardware Maintenance & Networking	One Year	500 hrs	SSLC	21000
6	ADGAV	Adv:Diploma in Graphics, Animation & Visual FX	One Year	500 hrs	Plus Two	37000
7	ADID	Adv:Diploma in Interior Designing	One Year	500 hrs	SSLC	31500
8	DCFTP	Diploma in Computer Faculty Training Program	Six Months	350 hrs	SSLC	9000
9	DEOA	Data Entry operator And Office Automation	Six months	300 hrs	SSLC	5500
10	DBA	Diploma in Building Animation	Six Months	300 hrs	SSLC	13500
11	DCA	Diploma in Computer Application (fast track)	Six Months	270 hrs	SSLC	6500
12	DCHM	Diploma in Computer Hardware Maintenance	Six Months	300 hrs	SSLC	10500
13	DFBI	Diploma in Finance, Banking & Insurance	One Year	500 hrs	SSLC	21000
14	DFFA	Diploma in Financial & Foreign Accounting	Six Months	300 hrs	SSLC	8500

15	PGDCA	Post Graduate Diploma in Computer Application (fast track)	One Year	750 hrs	Degree	15000
16	PGDA	Professional in 3D Animation	Six Months	220 hrs	SSLC	30000
17	PDNT	Professional in Dot Net Technology	Six Months	300 hrs	Plus Two	10500
18	PGD	Professional in Graphic Designing	Six months	250 hrs	SSLC	19000
19	DGAV	Diploma in Graphics, Animation & Visual FX	One Year	500 hrs	SSLC	37000
20	DLSC	Diploma in Logistics and Supply Chain	Six Months	200 hrs	Plus Two	15000
21	DHM	Diploma in Hotel Management	One Year	500 hrs	SSLC	15000
22	DFD	Diploma in Fashion Designing	One Year	500 hrs	Plus Two	15000
23	DHA	Diploma in Hospital Administration	One Year	500 hrs	Plus Two	50000

CERTIFICATE COURSES

1	CRAE	Certificate in Revit Architecture Expert	Three Months	130hrs	SSLC	13000
2	CDM	Certificate in Data Mining	Three Months	100hrs	SSLC	8000
3	CIOT	Certificate in IOT	Three Months	100hrs	SSLC	8000
4	CDL	Certificate in Digital Literacy	One Month	75hrs	7th	2000
5	CEH	Certificate in Ethical Hacking	Three Months	100hrs	Plus Two	8000
6	CAI	Certificate in Artificial Intelligence	Three Months	100hrs	Plus Two	8000
7	CP	Certificate in Python	Three Months	100hrs	SSLC	9000
8	CR	Certificate in Robotics	Three Months	180hrs	Plus Two	9000
9	CAE	Certificate in Autocad (Electrical)	Three Months	100hrs	SSLC	8000
10	CAM	Certificate in Autocad (Mechanical)	Three Months	100hrs	SSLC	8000
11	CLA	Certificate in Linux Administration	Three Months	100hrs	Plus Two	12000
12	CDPE	Certificate in 3D Printing Expert	Three Months	180hrs	SSLC	15000
13	CSAP	Certificate in SAP *	Three Months	90hrs	SSLC	25000
14	CMSC	Certificate in Mobile Servicing And Chiplevel	Three Months	100hrs	SSLC	12000
15	CCCTV	Certificate in CCTV	One Month	65hrs	SSLC	9000
16	CBC	Certificate in Beauty Culture	Three Months	100hrs	SSLC	6000
17	CLSC	Certificate in Logistics & Supply Chain	Three Months	100hrs	SSLC	12000
18	CAS	Certificate in Accupunture Science	Five Months	220hrs	Plus Two (Science)	35000
19	CFD	Certificate in Fashion Design	Four Months	180hrs	SSLC	8500
20	CLS	Certificate in Laptop Servicing	Three Months	100hrs	SSLC	12000
21	CDP	Certificate in Desktop Publishing	Three Months	100hrs	7th	7000
22	ACD	Adobe Corel draw	One Month	36 hrs	7th	5500
23	AF	Adobe Flash	One Month	37 hrs	7th	5500
24	AP	Adobe Photoshop	One Month	38 hrs	7th	5500
25	AVE	Audio-Video editing	One Month	39 hrs	7th	9500
26	CE	Cad Expert	Three Months	108 hrs	SSLC	8000
27	CPP	C Plus Plus Programming Language	Three Months	100 hrs	SSLC	2000
28	C	C Programming Language	Three Months	100 hrs	SSLC	1500
29	EE	Edit Expert	Three Months	108 hrs	SSLC	19000
30	EEE	Efx Expert	Three Months	144 hrs	SSLC	20000
31	EDP	Expert in Desktop Publishing	Two Months	45 hrs	7th	7000
32	EGD	Expert in Graphic designing	Two Months	72 hrs	7th	10500
33	EM	Expert in Multimedia	One Month	36 hrs	7th	6500
34	FCP	Final Cut Pro	One Month	36 hrs	SSLC	15000
35	IE	Interactive Expert	Four Months	144 hrs	SSLC	18500

36	J	Java Programming	Three Months	140 hrs	SSLC	5500
37	MAX	Max Expert	Three Months	108 hrs	SSLC	13000
38	ME	Maya Expert	Four Months	144 hrs	SSLC	22000
39	MS	MS Office	Three Months	100 hrs	SSLC	2500
40	OA	Office Automation	Three Months	108 hrs	7th	5000
41	OR	Oracle	Two Months	60 hrs	SSLC	6500
42	PM	PHP+Mysql	Two Months	75 hrs	Plus Two	8500
43	SQLs	SQL Server	Two Months	60 hrs	SSLC	5500
44	T	Tally	Two Months	50 hrs	SSLC	3500
45	VB	Visual Basic	Three Months	150 hrs	SSLC	4000
46	WDE	Web Designing Expert	Three Months	108 hrs	SSLC	10500
47	ZB	Z-Brush	One Month	36 hrs	SSLC	16000
48	FYUGP/DDEO	Domestic Data Entry Operator	Four Months	144 hrs	SSLC	5500
49	FYUGP/WD	Web Developer	Six Months	200 hrs	Plus Two	7000
50	FYUGP/JSD	Jr. Softwar Developer	Four Months	144 hrs	Plus Two	6500
51	FYUGP/SD	Software Developer	Four Months	144 hrs	Degree	9000
52	FYUGP/DTP	Desktop Publishing DTP	Four Months	144 hrs	Degree	8000
53	DA	Data Analysis	Four Months	144 hrs	Plus Two	12000
54	AEX	Advanced Excel	Three Months	108 hrs	Plus Two	6500
55	PBI	Power BI	Three Months	108 hrs	Plus Two	12500
56	BIM	Building Information Modeling	Six Months	200 hrs	Degree/ Diploma	30000
57	CDCE	NISM Series I Currency Derivatives Certification Examination	Two Months	60 hrs	Plus Two	3000
58	MFCE	NISM-Series-II-B: Registrars to an Issue and Share Transfer Agents - Mutual Fund Certification Examination	Two Months	60 hrs	Plus Two	3000
59	IRDE	NISM Series IV Interest Rates Derivative Examination	Two Months	60 hrs	Plus Two	3000
60	MFDCE	NISM Series V – A Mutual Funds Distributors Certification Examination	Two Months	60 hrs	Plus Two	3000
61	MFFCE	NISM Series V – B Mutual Funds Foundation Certification Examination	45 Days	50 hrs	Plus Two	2500
62	DOCE	NISM Series VI Depository Operations Certification Examination	Two Months	60 hrs	Plus Two	3000
63	SORMCE	NISM Series VII Securities Operations and Risk Management Certification Examination	Two Months	60 hrs	Plus Two	3000
64	EDCE	NISM Series VIII Equity Derivatives Certification Examination	Two Months	60 hrs	Plus Two	3000
65	CoDCE	NISM Series XVI Commodity Derivatives Certification Examination	Two Months	60 hrs	Plus Two	3000
66	PMS-DCE	NISM Series XXI –A Portfolio Management Services(PMS) Distributors Certification Examination	Two Months	60 hrs	Plus Two	3000
67	PMCE	NISM Series XXI- B Portfolio Managers Certification Examination	Three Months	108 hrs	Plus Two	4500
68	BS	BASIC SURVEY	Four Months	144 hrs	Plus Two	6000

69	SUR 1	SURVEYOR GRADE 1	Three Months	108 hrs	Plus Two	7500
70	HS2	HEAD SURVEY GRADE 2	Three Months	108 hrs	Plus Two	6000
VACATION COURSES						
1	AJ	Animation-Junior	One Month	25 hrs	7th & Above	800
2	CJ	C-apt Junior	10 Days	15 hrs	7th & Above	1800
3	CK	C-apt Kids	10 Days	15 hrs	5th & Above	1500
4	CO	Computer Operator – Junior	One Month	25 hrs	5th & Above	800
5	CW	Computer Wiz	One Month	20 hrs	5th & Above	600
6	DTP	Desk Top Publishing- Junior	One Month	25 hrs	7th & Above	800
7	PJ	Programmer – Junior	One Month	25 hrs	7th & Above	800
8	VE	Video - Editor Junior	One Month	25 hrs	7th & Above	800
9	WD	Web Designer – Junior	One Month	25 hrs	7th & Above	800

Target Student Audience(s)

Students with a basic qualification equivalent of a higher secondary would be the primary target market for the programme. Experienced professionals looking for skill up gradation would be the secondary target market.

Program Delivery

1. Learning Methodologies

Learning methodologies include -

- Theory classes and practical training
- Case studies
- Quiz, Assignments etc.
- E-tutorials

2. Delivery Methodologies

Face-to-Face classes, Guest/Industry faculty sessions and E- Learning for advanced topics, Student Assessments.

3. Program Resources

Faculty / Trainers – each centre has to recruit the faculty and regular monthly centralized training will be carried out by the core experts available with us.

LOCATION AND CENTRE REQUIREMENTS

LOCATION

The location should be at the heart of a town or city amidst educational institution and IT organizations are located. Access to the centre has to be very good. Surrounding area should be conducive for students.

CENTRE REQUIREMENTS	AREA IN SQF.
<input type="checkbox"/> RECEPTION	100
<input type="checkbox"/> COUNSELING	100
<input type="checkbox"/> COMPUTER LAB	400
<input type="checkbox"/> CLASS ROOM -1	200
<input type="checkbox"/> CLASS ROOM -2	200
<input type="checkbox"/> LIBRARY	50
<input type="checkbox"/> FACULTY ROOM	100
<input type="checkbox"/> CENTRE MANAGER	50
<input type="checkbox"/> ADMINISTRATION/ACCOUNTS	50
<input type="checkbox"/> LOBBY	100
<input type="checkbox"/> TOILET	50

TOTAL	1400

For other skilled oriented courses viz. Airport Operations, Hotel Management ,Fashion Designing, Logistics, 3D Printing, Hospital Administration etc., required infrastructures is mandatory based on course requirements.

MANPOWER REQUIREMENTS

CENTRE MANAGER	Graduate with relevant experience in the field. Should manage the entire centre operations.
Sr. FACULTY	Professionals in relevant field with at least 3 years experience in teaching as well production field.
Jr. FACULTY	Professionals / Fresher's with good communication and presentation skills.
COUNSELOR	Graduate from any background with a charming personality and a flair for selling. Experience in similar field or technical exposure would be an added merit.
MARKETING EXECUTIVE	Young graduates who are mobile. Need to be smart, enterprising and good sellers. Need to undertake all outdoor publicity activities.
RECEPTIONIST	Female candidate with a pleasing personality and a flair for conversing. Should be able to handle all incoming calls as well as receive visitors and enquiries.

ROLES & RESPONSIBILITIES

Franchisee

- Centre Infra
- H/W & S/W
- Staffing
- Business Promotion
- Business Development
- Center Operations Mgmt
- Quality Control

C-APT

- All Tech. Know how
- Specs for Center Layout, H/w & S/w
- Curriculum, Teaching / Learning Methodology
- Systems & Procedures
- Courseware design
- Site, Staff Approval & Initial training
- Conducting exams and Certification

FRANCHISEE SUPPORT

Regular Monitoring with

- Admission and enquiries forms maintenance
- Follow up on fees and enquiries
- Effective Manpower management
- Log sheets for all courses
- Student feedback

Quality Control and Standardization

- Quality assurance at every level with optimum control
- Correct procedures if necessary
- Ensure uniformity in training outputs and All the Centres will be encouraged to have a uniform look and ambience, creating a brand identity.
- Standardization in course offered, training modules, Syllabi, Fees structure etc
- Commitment towards business and students
- Regular faculty skill tests, centres need to have sufficient skilled faculty

Course Content

- Own course curriculum with full fledged support
- Regular Up gradation in tune with the current industry standards
- Modular based syllabi
- Regular centre level training for all technical staffs

Assessment pattern

- Final assessment is based on **50 % weightage will be on**
 - Day to day assignments
 - Regularity in attendance
 - Semester Projects
- **Other 50 % weightage for**
 - The semester examination which includes theory & practical modules

Guest Lectures/Work shops

- In house Technical seminars for students
- National level Guest lectures from industry professionals
- Techno commercial seminars for college students and enquiries
- Workshops in each centre for existing as well as prospective students

CAPT edge

- High end Curriculum- The holistic curriculum is designed to international standards with inputs from expert academicians and professionals across the world.
- ❖ Affordable fees – The course fees is very much less compared to the others.
- ❖ Govt Certification – The demand for government certification is very high among students as its adds value and credibility .
- ❖ Brand – The Institution belongs to the Higher Education Department, Government of Kerala.

Terms and Conditions

1. C-APT will allot franchisee throughout Kerala.
2. IT training institutions/Colleges already offering courses may be considered, if they are willing to set apart exclusive facilities for C-APT approved courses. Franchisees who gets registration for a centre will not be permitted to run any other sub centre.
3. Each Partner institutions shall provide the space and facilities as mentioned. All the Centers will be encouraged to have a uniform look and ambience, creating a brand image for C-APT institutions across the state. The investment for setting up the Centre should come from the franchisee.
4. The curriculum, syllabus and scheme of evaluation for the courses will be announced separately.
5. The students will be admitted by the Franchisee centres directly as per the eligibility criteria fixed by C-APT. The admitted students will be issued a registration number from C-APT.
6. The revenue in terms of fees collected from the students will be shared in the proportion of 75:25 (Franchisee : C-APT). Local advertisements shall be done by franchisee on their own as per the guidelines fixed by C-APT. C-APT will retain another **5%** from the franchisee share as Security Deposit which will be refunded without interest after one year.
7. The registration fees collected from the students should deposit to the C-APT account in the stipulated time frame mentioned, then only C-APT will issue the hall tickets and permanent registration number.
8. All centres will be given fixed targets both in business as well in quality.
9. The contract of the centres who are not meeting the desired level in both cases will not be renewed and C-APT can terminate the agreement at any point of time if the centre is violating any terms fixed by C-APT.
10. C-APT will set the question paper and make arrangements for the delivery of the question papers in sealed packets on the date of examination. There shall be a uniform pattern in the matter of conducting exams, regarding the course and date of examination throughout the Centres, as prescribed by C-APT.
11. Franchisee Centres will share a cost for the regional level branding advertisements which will be planned in confirmation will all centres.
12. Faculty induction programme and regular trainings will be conducted in each quarter at any place which is mostly central part of Kerala.
13. Faculty certification programme will be carried out and each centre should have required num of certified faculty.
14. Franchisees are required to procure the required number of library books, Software's and CDs before the commencement of the courses.

Dear Sir / Madam,

Sub: Franchisee Selection – Regarding

We thank you for your interest in being associated with C-APT.

Kindly go through the attached set of documents to be understood and a set of formats to be filled and sent back to us. We hope these formats will guide you in assessing the business potential of the markets that you are interested in starting franchisee center(s) of C-APT.

The formats that need to be completed and sent to us by **10th March 2026** are:

- a) Response Form.
- b) Market Analysis Form.
- c) Business Projections (based on the market analysis).
- d) Reference list.
- e) Site details.
- f) Affidavit in Kerala Stamp Paper worth **Rs.200/-** (*format is given on Page No.23 – Just take photocopy of the matter and sign in appropriate place in 2 or 4 stamp papers as the case may be*).

You should enclose a DD for ₹ **3,540/-** taken in favor of **MD, C-APT**, payable at **Thiruvananthapuram** along with the completed documents. Also include a note on your proposed plan for funding, setting-up and operating the proposed Centre.

On receipt of your documents along with the DD, C-APT and once your EOI is short listed by the technical committee, C-APT officials will visit your proposed site for inspection. Based on their report the final allotment of franchisees will be decided. C-APT reserves the right to accept or reject any application or amend the terms and conditions without assigning any reason whatsoever.

In case you are interested in more than one location, please make separate Market Analyses & Business projections for each new location.

With Warm Regards,

Sd/-
C-APT.

RESPONSE FORM

Yes, I am interested in setting up a franchise center of C-APT and am pleased to provide the following

Please affix
Your passport
size photograph
here

I. Personal Details

Name (in full and **BLOCK CAPITAL**):

Date of Birth: Father's /Husband's Name:

Address:

.....

Tel No: (O).....(R)..... Mob:

E-mail: website: www.....

II. Family Background (with copies of supporting documents)

	Name	Qualification	Work/Business Experience
Father			
Mother			
Spouse			
Brother(s)/Sister(s)			

III. Qualifications (What my Formal education has been all about...copies of supporting documents)

Degree/Diploma/Cert.	University	Specialization	Year of Completion

IV. Franchisee plans

a) Preferred location of franchisee centre in order of preference

- | | | | |
|----|-------------------|----------|------------------|
| 1) | - Corporation () | Town () | Municipality () |
| 2) | - Corporation () | Town () | Municipality () |
| 3) | - Corporation () | Town () | Municipality () |

b) Address of the (1) location

Nearest Landmark.....

c) Please elaborate on the reasons for choice of location/territory (including reasons like business connections, family Connections, market potential, etc.):

d) Available/ Proposed Floor Space (Sq. Ft) - 1000 - 1500 (), 1500 and above ().

e) Floor space - owned (), Rented ().

f) Who would actively manage the business?

g) Proposed Capital Investment (INR) - 5 - 10 lks (), 10 - 15 lks (), 15 and above ().

h) How soon would you be able to invest - one month (), three months (), Six months ().

V. What are you currently doing? Employed (), Own Self Business (),
Business Experience (if any, give all present and past involvement)
 [My experience in business activities so far...]

Nature of Involvement (Partner/ Director etc.)	Extent of Involvement (Amt. & % of Capital)	Name & Style of Organization	Year (From)	Year (To)	Turnover	Products	No. of employees

VI. **Work Experience** (if any, start with the present/latest and work backwards to the first)
 [A summary of my professional career...]

Organization	Designation	Salary Drawn	Main Products	No. of Empl.	Nature Of work	Year (from)	Year (to)

(Please attach additional sheets regarding items I to V for every person, other than the signatory to this application, who would be involved in the business)

VII. Do you have any experience in the training industry?

If so, give details.

VII. Why C-APT?

The above particulars are true to the best of my knowledge. Kindly send me the programme details. I am enclosing a DD of ₹3,540/- (DD no. -----, ----- bank) in favor of MD, C-APT payable at Trivandrum.

Date:

Place:

.....
 Signature

Market Analysis Form

I. Total Population of the location/ territory:

Please enclose a map of your territory/city/town.

II. Satellite towns and details:
(Catchment Area)

III. ACADEMIC SCENARIO: (Please ensure to collect all details as they are critical for identification of market segments)

Schools - Names	Strength Of students	Medium of Instruction & Board
SCHOOLS (High & Hr Sec)		
a)		
b)		
c)		
d)		
e)		
f)		
COLLEGES(B.A - BSc , Fine Arts etc) & ITI 's ; Polytechnics		
a)		
b)		
c)		
d)		
e)		
f)		
g)		
h)		
i)		

Note: Use Additional Sheets if information cannot be fitted into above table

IV. ADVERTISING

MEDIA (What are the main media for advertising in?)

- a. Main Newspapers (Name, Circulation, Cost/Col. cm of the top 5 newspapers)

- b. Magazines (Name, Circulation, Cost/Col. cm of the top 5 magazines)

- c. Other Media (Cable, FM, etc)

V. COMPETITION SCENARIO: (Please ensure accuracy of information as the same shall be used for strategic planning)

a. GENERAL

Name & Address of Institution	Yrs in Existence	Courses Offered	Duration (Months)	Hrs / day	Course Fee Charged	No. of students	Estimated Annual Revenue (Rs in Lakhs)

Note: Use Additional Sheets if information cannot be fitted into above table

b. MARKETING (List key initiatives taken by competition in last six months)

VI. List of Potential employers in your area / vicinity (Studios, Ad Agencies, and Local Film & TV Industry)

Business Projections

Num of hrs per day - 1.5 hrs (Alternate days -theory and Lab)

Num of Days - 6 days /week.

Num of Batches per day - 6

Num of Machines (Computers) – 15

Max. Capacity - 180.

Projection description	Nums	Capacity utilization (%)
Projected num of students for Career Courses in the first year		
Projected num of students for Certificate Courses in the first year		
Projected num of students for Vacation Courses in the first year		

REFERENCE LIST FORMAT

NAME	
LOCATION	

REFERENCE LIST

(Please list down the details of 6 references associated with you on a professional level)

REF 1. <i>(Preferably a Bank Manager)</i>	NAME	_____		
	ADDRESS <i>(complete postal address)</i>	_____		

	TELEPHONE	(R)	(O)	FAX :
REF 2. <i>(Preferably your C. A.)</i>	NAME	_____		
	ADDRESS <i>(complete postal address)</i>	_____		

	TELEPHONE	(R)	(O)	FAX :
REF 3. <i>(Preferably your previous employer Business Associate)</i>	NAME	_____		
	ADDRESS <i>(complete postal address)</i>	_____		

	TELEPHONE	(R)	(O)	FAX :
REF 4. <i>(Preferably a Professional Associate)</i>	NAME	_____		
	ADDRESS <i>(complete postal address)</i>	_____		

	TELEPHONE	(R)	(O)	FAX :
REF 5. <i>(Preferably a Professional Associate)</i>	NAME	_____		
	ADDRESS <i>(complete postal address)</i>	_____		

	TELEPHONE	(R)	(O)	FAX :
REF 6. <i>(Preferably a Professional Associate)</i>	NAME	_____		
	ADDRESS <i>(complete postal address)</i>	_____		

	TELEPHONE	(R)	(O)	FAX :

SITE LIST FORMAT

NAME	
LOCATION	

SITE SELECTION

(please list down details of at least 5 sites available for the education centre)

SITE 1	NAME OF THE OWNER	
	ADDRESS	
	<i>(COMPLETE POSTAL ADDRESS)</i>	
AREA : _____ SQ FT	RENT : RS. _____ PM	PIN CODE :
LEASED <u>or</u> OWNED	LAND MARK(S) :	
FLEX. OF INTERIORS	GENSET	GLOW SIGN <input type="checkbox"/> ACCESSIBLE <input type="checkbox"/> APPROACHABLE <input type="checkbox"/> FRONTAGE <input type="checkbox"/> TELEPHONE ; ELECTRICITY : _____ KVA

SITE 2	NAME OF THE OWNER	
	ADDRESS	
	<i>(COMPLETE POSTAL ADDRESS)</i>	
AREA : _____ SQ FT	RENT : RS. _____ PM	PIN CODE :
LEASED <u>or</u> OWNED	LAND MARK(S) :	
FLEX. OF INTERIORS	GENSET	GLOW SIGN <input type="checkbox"/> ACCESSIBLE <input type="checkbox"/> APPROACHABLE <input type="checkbox"/> FRONTAGE <input type="checkbox"/> TELEPHONE ; ELECTRICITY : _____ KVA

SITE 3	NAME OF THE OWNER	
	ADDRESS	
	<i>(COMPLETE POSTAL ADDRESS)</i>	
AREA : _____ SQ FT	RENT : RS. _____ PM	PIN CODE :
LEASED <u>or</u> OWNED	LAND MARK(S) :	
FLEX. OF INTERIORS	GENSET	GLOW SIGN <input type="checkbox"/> ACCESSIBLE <input type="checkbox"/> APPROACHABLE <input type="checkbox"/> FRONTAGE <input type="checkbox"/> TELEPHONE ; ELECTRICITY : _____ KVA

SITE 4	NAME OF THE OWNER	
	ADDRESS	
	<i>(COMPLETE POSTAL ADDRESS)</i>	
AREA : _____ SQ FT	RENT : RS. _____ PM	PIN CODE :
LEASED <u>or</u> OWNED	LAND MARK(S) :	
FLEX. OF INTERIORS	GENSET	GLOW SIGN <input type="checkbox"/> ACCESSIBLE <input type="checkbox"/> APPROACHABLE <input type="checkbox"/> FRONTAGE <input type="checkbox"/> TELEPHONE ; ELECTRICITY : _____ KVA

SITE 5	NAME OF THE OWNER	
	ADDRESS	
	<i>(COMPLETE POSTAL ADDRESS)</i>	
AREA : _____ SQ FT	RENT : RS. _____ PM	PIN CODE :
LEASED <u>or</u> OWNED	LAND MARK(S) :	
FLEX. OF INTERIORS	GENSET	GLOW SIGN <input type="checkbox"/> ACCESSIBLE <input type="checkbox"/> APPROACHABLE <input type="checkbox"/> FRONTAGE <input type="checkbox"/> TELEPHONE ; ELECTRICITY : _____ KVA

(Please also enclose map of the city / town pinpointing competition centres as well as planned locations for C-APT Centre and Prominent locations in the city / town)

Affidavit

We hereby declare that the information furnished in the Application Form is correct to the best of our knowledge and belief.

There is no case pending against us and we have never been black listed by any Government/Semi Government/Government Undertaking or by any Autonomous Organization.

Signature of the Head of firm or
Authorized Signatory