



SMART COMPUTER SOCIETY



ABOUT US

SMART COMPUTER SOCIETY is a non-profit organization dedicated to providing free basic computer education and affordable courses in various fields such as tally, ERP, DTP, and hardware courses. Our mission is to empower individuals with valuable skills, both for personal development and career enhancement, by offering high-quality education at nominal charges. We are committed to expanding our course offerings, including advanced courses, to cater to a wider audience. Additionally, we are in the process of launching an educational app to provide comprehensive learning opportunities from 1st to 12th standard in various subjects.

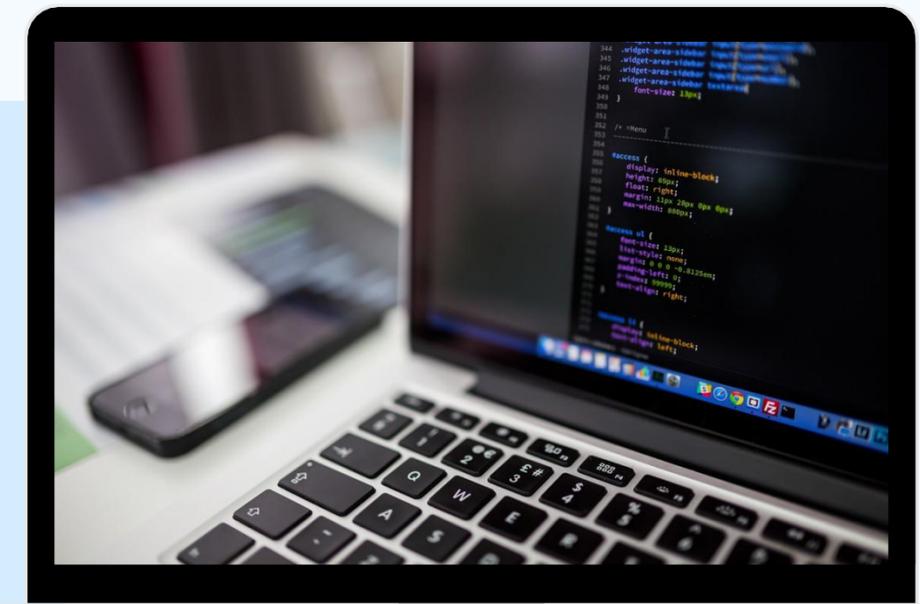


10 YEARS OF EXPERIENCE

WE HELP IT STUDENTS TO EVOLVE

VISION

To create a digitally literate and skilled society where individuals have access to quality education and can pursue diverse learning opportunities regardless of their financial constraints.



MISSION

Our objectives include providing complimentary fundamental computer education to marginalized communities, delivering cost-effective courses in tally, ERP, DTP, and hardware proficiency, launching an educational app tailored for K-12 students, and consistently diversifying our course portfolio to align with the ever-changing requirements of our learners.



PROBLEMS



Learning Divide in India: The Indian school education system faces a significant learning divide, exacerbated by over 600 days of school closures during the COVID-19 pandemic.



Impact on Children and Youth:

- 80% of children aged 14-18 years report lower levels of learning.
- 74% of youth aged 18-23 years lack access to higher education and skilling.





OPPORTUNITY

- Digital Penetration: With rising smartphone usage, an estimated 1 billion+ Indians will be online by 2030.
- Ed-Tech Potential: Contextualized ed-tech solutions can unlock massive potential for Bharat, addressing learning losses and enhancing skill development.



Services We Provide

OUR SERVICES



FOUNDATIONAL COMPUTER LITERACY

We deliver essential computer literacy training to marginalized communities, equipping them with fundamental digital skills, and it's completely free



AFFORDABLE ADVANCED LEARNING

Our courses in areas such as tally, ERP, DTP, and hardware learning are designed to be budget-friendly, ensuring that quality education is accessible to a broader audience.



CUTTING-EDGE EDUCATIONAL APP (UPCOMING)

We're in the process of launching an innovative educational app tailored for K-12 students, providing a comprehensive digital platform for learning and academic support

OUR COMPETITORS



ESTABLISHED EDUCATIONAL INSTITUTIONS

We face competition from long-established educational institutions with a strong reputation and a wide range of course offerings

TECHNOLOGY COMPANIES

Companies with a focus on technology and e-learning solutions may compete with our educational app, particularly if they have significant resources for development and marketing.

LOCAL TRAINING CENTERS

Local training centers and institutes may offer similar courses to our target audience, especially in underserved communities, posing competition for our community outreach efforts.



UNIQUE SELLING POINT

INCLUSIVE EDUCATION

We offer free foundational computer education alongside reasonably priced advanced courses.

COMMUNITY OUTREACH

We are dedicated to reaching underserved communities and bridging the education gap.

EDUCATIONAL APP

Our forthcoming educational app is tailored for K-12 students, providing accessible and comprehensive learning resources

ADAPTIVE CURRICULUM

Our courses are flexible and adaptable to meet the evolving demands of the market.

HANDS-ON LEARNING

We place a strong emphasis on practical, hands-on learning experiences to enhance skills and knowledge acquisition.





TARGET MARKET

Individuals seeking basic computer literacy

Students and professionals looking to enhance their skills in tally, ERP, DTP, and hardware.

small business owners and entrepreneurs seeking to enhance their operational efficiency

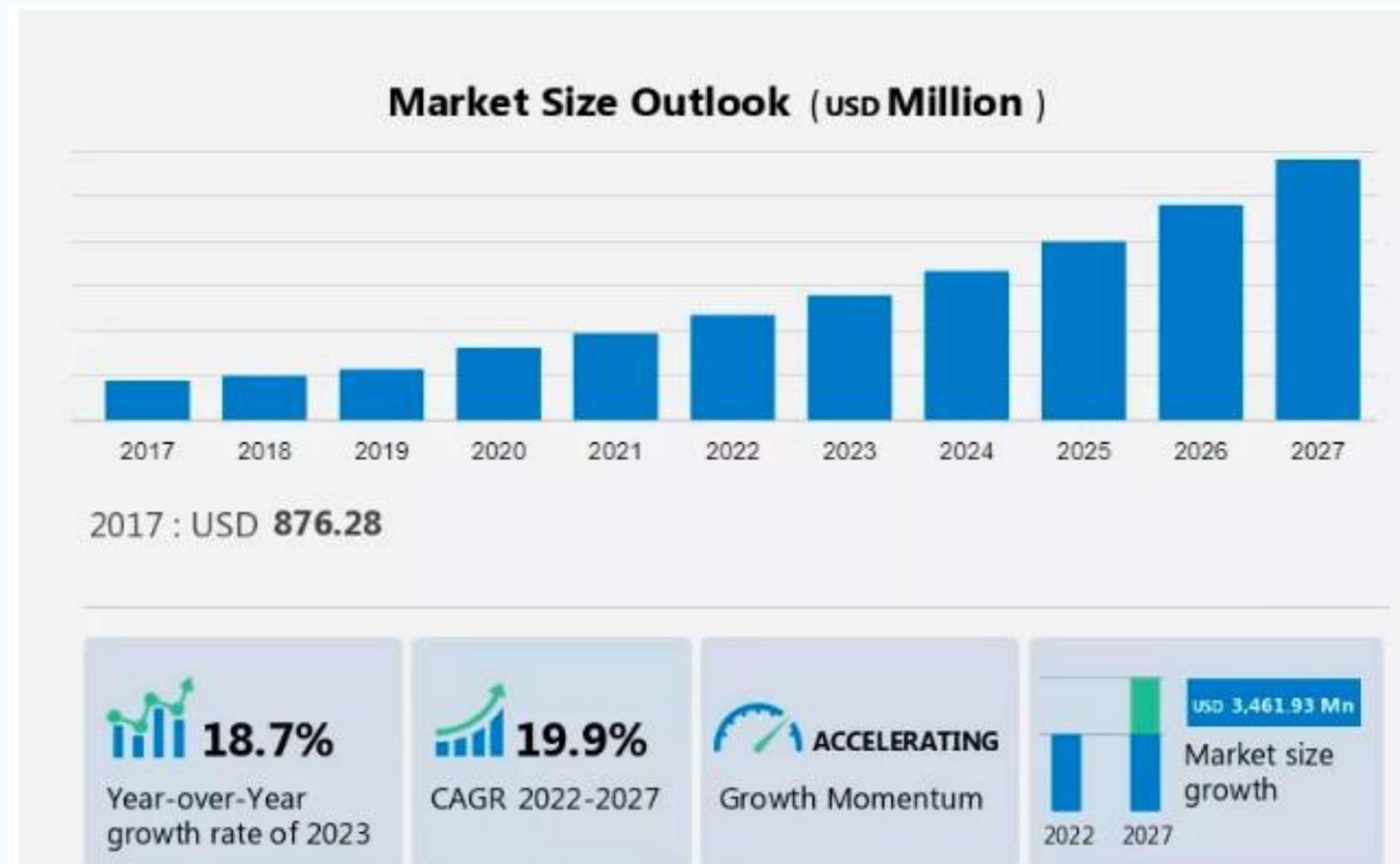
Our courses cater to individuals of all age groups, from students to working professionals and retirees, fostering lifelong learning

We offer customized training solutions for corporations looking to upskill their workforce in various technical and computer-related domains

Low-income communities with limited access to education

MARKET ANALYSIS

The online education market in India is estimated to grow at a CAGR of 19.9% between 2022 and 2027. The size of the market is forecast to increase by USD 3,461.93 million. The growth of the market depends on several factors, including skill development and employment, government initiatives toward digitization in education, and rapid penetration of Internet-enabled devices.



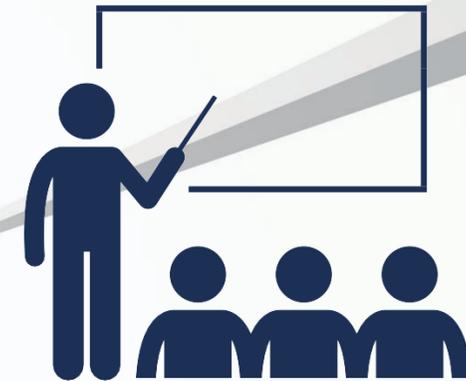
REVENUE MODEL

Corporate Training Model



The organization partners with corporations to provide customized training programs for their employees, generating revenue through negotiated contracts and fees for corporate training services.

Course Fee Model



SMARTRICK charges learners fees for each individual course they enroll in. This pay-per-course model provides flexibility, allowing learners to pay only for the courses they choose to take



STRENGTH

- Free basic computer education for underserved communities.
- Affordable advanced courses.
- Upcoming educational app for K-12 students.
- Flexible course offerings.
- Practical, hands-on learning focus.

WEAKNESS

- Limited resources.
- Competition from established institutions.
- Technological challenges in app development

OPPORTUNITY

- Growing demand for digital education.
- Partnerships and grants for funding.
- Global reach through the educational app.
- Increasing demand for specialized skills.

THREAT

- Financial sustainability.
- Rapid technological changes.
- Market saturation.
- Regulatory changes.
- Impact of unforeseen events like pandemics



FUND UTILIZATION

- Technology Development: ₹4,00,000
- Marketing & Outreach: ₹2,00,000
- Operational Expenses: ₹3,00,000
- Research & Development: ₹2,00,000
- Human Resources: ₹3,00,000
- Miscellaneous Expenses: ₹1,00,000

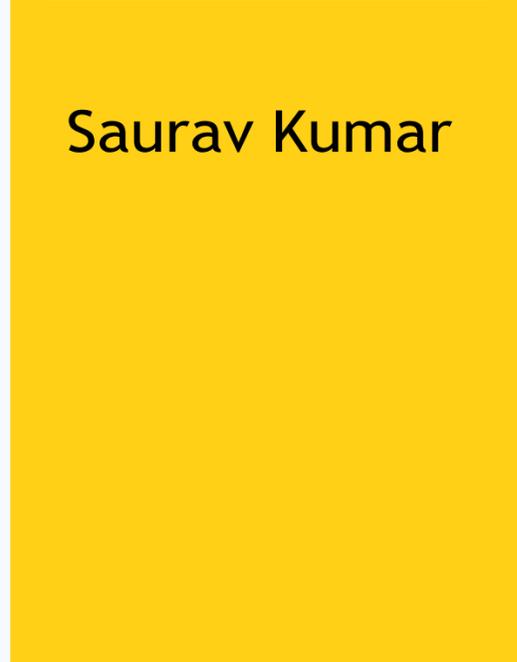
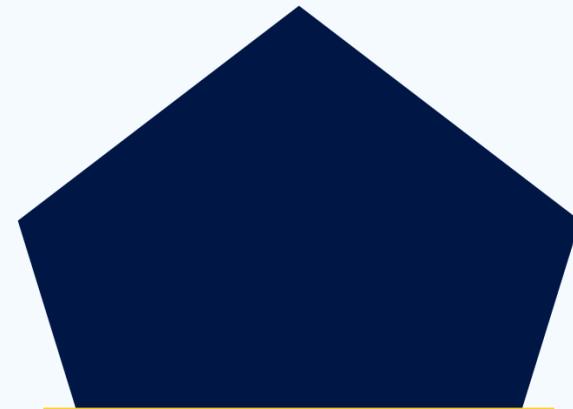


AIM TO SCALE UP



- 🎯 Expand the range of courses offered, including vocational and skill-based programs.
- 🎯 Increase the reach of free computer education to more underserved areas.
- 🎯 Launch the educational app and continuously update its content
- 🎯 Collaborate with government initiatives to reach a broader audience
- 🎯 Establish regional centers to provide in-person support and training

SECRETARY



Saurav Kumar



Get in
Touch

GET IN TOUCH WITH US

FOR INQUIRIES OR
FOLLOW-UPS



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THANKYOU