

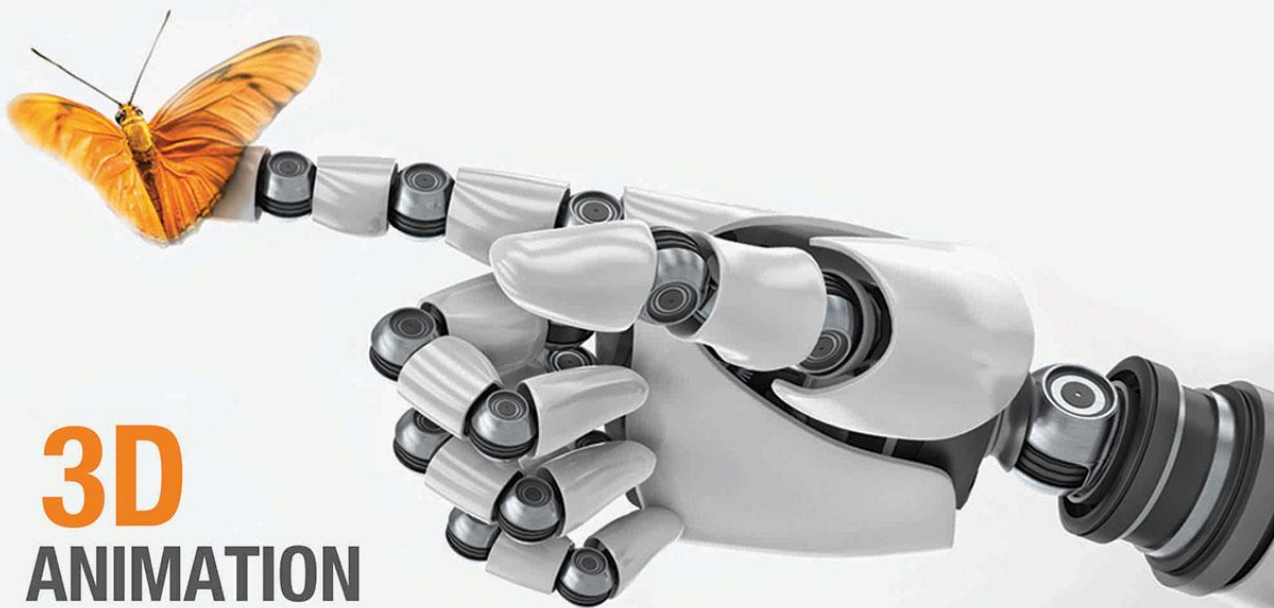


ZEE INSTITUTE OF CREATIVE ART
ANIMATION | VFX | DESIGN



90 YEARS

FRANCHISE PROPOSAL



3D
ANIMATION
VISUAL EFFECTS
GRAPHIC DIGITAL MARKETING
DESIGN MULTIMEDIA **WEB**
DIGITAL **DESIGN**
PHOTOGRAPHY

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ZICA INSTITUTE OF CREATIVE ART

An OVERVIEW

India's Premier Classical & Digital Animation Institute.

Zee Institute of Creative Art (ZICA) is the nation's first full-fledged Classical and Digital Animation Training Academy that trains youth in classical 2D and modern 3D animation. The past 20 years has seen the institute nurture some of the brightest talents in the world of animation. The institute has adopted a novel training style and is focused entirely on creating a stimulating environment for its students.

"Zee Institute of Creative Art, with its state-of-the-art infrastructure, gives practical training in 2D Animation, 3D Animation, Visual Effects & Gaming, covering the stages of visualization, Pre-production, production and post-production. At ZICA, a lot of emphasis is laid on the principles of art and design and fundamentals of classical animation, while extracting the same knowledge to computer based Digital animation. Students are also assured of creative exposure with a healthy mix of theory and practical sessions, delivered with the right amalgamation of Art & technology, under the supervision of in-house experienced faculties and industry experts from India and abroad." ZICA's Training Studio is equipped with high end animation tools, 2D animation facilities, 3D software, Visual FX Labs and imaging technologies. After every semester, a well laid out assessment procedure ensures the student's acceptability as dignified professionals in the world of animation.

Today ZICA, with over 15 centres in cities including Mumbai, Pune, Bangalore, Chennai, Kolkata, Noida, Lucknow, Bhubaneswar, Indore etc. emerges as young India's chosen partner to turn passion into profession.



PROGRAM OFFERINGS

To cater to the diverse needs of students, professionals and people of all age groups ZICA has a wide range of programs to suit every need. These programs provide wide opportunity to young aspirants to make a great career in Animation, Visual Effects, Graphic Design & Web Design industry.

These program offerings can be summarised as:

Career Programs:

S.No	ZICA Programs	Duration	Description
1	PDP in 3D Animation Visual Effects	2 years	This program designed for the students who have completed class XII & want to acquire skills in multiple streams in Animation & Visual Effects while pursuing their graduation.
2	PDP in Film making Visual Effects	2 years	This program designed for the students who have completed class XII & want to acquire skills in multiple streams in Visual Effects & Film making while pursuing their graduation.
3	Professional Program in Animation	1 year	This program is designed keeping the young aspirants who want to enter the 3D Animation as a professional in mind
4	Professional Program in Visual Effects	1 year	This program is designed keeping in mind the young aspirants who want to enter the exciting world of Visual Effects as a professional.
5	Professional Program in Graphic Design	1 year	This program is designed for the young aspirants who are looking to make a career as a professional or an entrepreneur/ free lancer in Graphic Design.
6	Professional Program in Web Design and Development	1 year	This program is designed for the young aspirants who are looking to make a career as a professional or become an entrepreneur/ free lancer in Web Design.
7	Program in Web & Graphic Design	1 year	This program is designed keeping in mind the professionals/ young aspirants who want to upgrade their skills in Web & Graphic Design
8	Program in Web Design	6 months	This program is for the professionals/ young aspirants who want to upgrade their skills in Web Design
9	Program in Graphic Design	6 months	This program is for the professionals/ young aspirants who want to upgrade their skills in Graphic Design
10	Program in Compositing	6 months	This program is for the young aspirants who want to enter the world of Visual Effects as a professional.
11	Program in Digital Marketing	6 months	This program is designed based on the need raised primarily due to internet penetration and digital promotions being the key driver of business
12	Program in Digital Photography	3 months	This program is for the young/ adult aspirants who would want to enhance their skills and upgrade their hobby to a profession



DELIVERY FORMAT

The most common mode of delivery is classroom training where the student comes to the educational institute for five days a week. Each session at the centre lasts for 2 hours.

The institute remains open from 8 am to 9 pm and is divided into 6 slots of 2 hours each. The programs are further divided into modules.

The institute is supplied with Curriculum, Faculty training and other teaching aids. This ensures standardised delivery of courses at all institutes.



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THE FRANCHISE MODEL

An OVERVIEW

ZICA (a vocational education brand of Zee Learn Ltd) franchisee model has been developed based on a lot of research and experience of more than 20+ years in successfully setting up and operating more than 1500+ highly profitable franchisees of KIDZEE, Mount Litera Zee School and ZICA across India.

The model ensures that:

- Maximum profits accrue to the Business Partner.
- Ownership of the institute is with the Business Partner
- Business Partner gets maximum operating freedom and a forum for using his business acumen to the fullest extent for expanding the business.

The Business Partner does the investment and the ownership of the business rests with him. Business Partner has a technical tie-up with ZICA and gets to use the brand name, ZICA Programs, relevant curriculum and Industry know-how.

ZICA designs the programs are built after extensive market research and are vetted by industry professionals and Subject Matter Experts.

These programs are then broken down into modules; create teaching aids and curriculum for the students. These are made available to all the franchisee institutes. ZICA also trains the faculty of the institutes to conduct the designed ZICA programs. This ensures standard programs and delivery at all the institutes.

The marketing wing of ZICA consists of professionals who device marketing campaigns for the various programs. This wing also employs the services of expert advertising agencies. Training is provided to the marketing executives of the institutes. Help is also provided in devising and organising local direct marketing campaigns.



ESTIMATED INVESTMENT & FINANCIAL TERMS

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The components of investment for the business partner are given below:

- One time initial investment will be in the range of INR.25,00,000/- to INR.35,00,000/- The initial investment would be towards equipment and ambience costs and would include the franchisee fees.
- Please also note that the initial investment is dependent on the center capacity, furnishing/ making charges etc., and could vary based on the location and other factors.

➤ **Revenue ratio**

Program Fees will be shared on a 80:20 ratio between Business Partner and ZICA respectively.

➤ **Space required**

The ZICA institute would require a carpet area of 1500 sq. ft. As the business expands additional classroom the above space requirement has been worked out keeping in mind the future expansion. The expansion in the same premises would more than double the profitability.

➤ **Institute location**

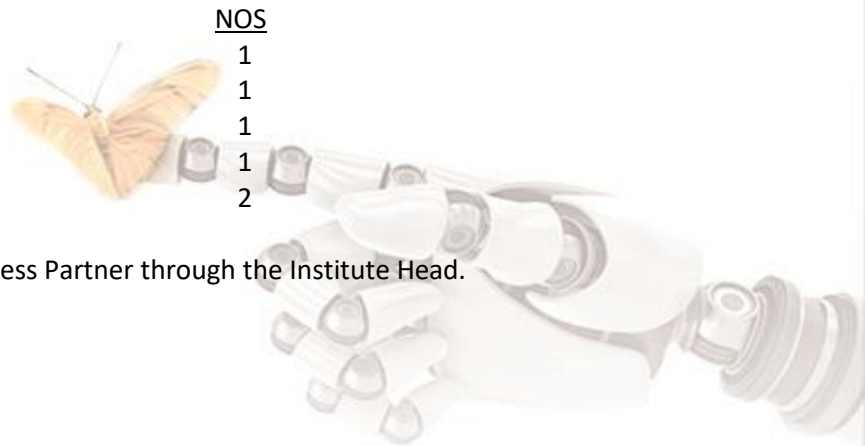
- The institute should be located at a place where the students find it convenient to commute. The students prefer a place that is near to the college/ working place/ residence/ near the station or a central commercial place.
- Ground floor with road frontage would be ideal. The other trades and businesses around the institute should be decent and safe for the girl students.
- The premises if leased should be taken on a long-term lease of 5 years or more. The premises should have proper electricity supply.

➤ **MANPOWER REQUIRED**

A minimum of 6 employees are required to operate the institute and gradually increase it. The break-up is as follows:

	<u>NOS</u>
Institute Head	1
Counsellor	1
Marketing Executive	1
Receptionist	1
Faculty	2

The centre has to be monitored by the Business Partner through the Institute Head.



➤ **Faculty**

The Faculty at the institute consists of

- Industry Specific Trainers

Industry Specific Trainer

The trainer uses both the theoretical principles of industry specific roles as well as a practical approach by adopting real life scenarios.

The trainer's Aim is

- To introduce the learner to the services and skills expected his/her industry
- To provide knowledge of the requirements and skills needed for employment by the industry
- To provide an opportunity to raise skills to the required level for employment.
- To check the suitability for employment in the industry

➤ **DIRECT MARKETING & ADVERTISING**

Direct marketing contributes much to the marketing process, from sales through to brand building and customer loyalty.

Penetration to the consumer is best achieved at a local level and done through local Channels.

Direct marketing Efforts: Seminars, Pamphlet distribution, tele calling will be managed by the Franchisee.

Evaluation and selection of advertising media is pegged on matching target market profiles with media selection. With your understanding of the local territory, selection and choice of media is your prerogative.

➤ **MARKETING COLLATERALS**

The printing costs of the marketing collaterals like pamphlets, leaflets, Brochures, Prospectus are borne by the Franchisee.





DELIVERABLES OF ZEE INSTITUTE OF CREATIVE ART

Content development

Our content development team comprises SMEs who work closely with industry experts to build up any content that needs to be developed even if it means customizing content to cater to the varying and unique demands of our Institutional business partners or internal customers. Significantly, we also provide you with the added advantage of tailoring the training to meet the current market trends and needs.

Structured Training Programme

The ZICA programs' curriculum is designed as per university standards and is in the vanguard of these industries by way of exhaustive research and meticulous planning and design.

Advertising & National campaigns

ZICA handles the brand building activities. Local level promotions will be funded and executed by the franchisee

Art works and Designs

ZICA will provide all the designs for the marketing activities that are required to promote the programs.

Placement Services

The Placement cell provides 100 % placement assistance for all students undertaking the ZICA programs.

Senior Industry professionals are invited to the institute on a regular basis to offer up-to-date industry insights to the students

Quality Assessors

Visit the center to ensure quality standards are achieved in all aspects and to gauge on the levels of competencies in processes and procedures to enhance productivity.

Training of Institute Staff

At ZICA we are highly committed to enhancing skills and knowledge of the Administrative and Sales staff to empower our franchisees to maximize on sales and revenue resulting from the deployment of the contemporary solutions we offer.

Experts from our team will conduct seminars and specialized training programs. These training sessions are tailored to fit specific regional requirements. Every member of the institute will be equipped with a clear understanding of product knowledge software usage development methodologies

Hands on training to all staff members are conducted by the ZICA team on product, operations, accounts and sales techniques. The training is held at the regional Office of ZICA and within the premises of the institute. The cost of lodging and boarding, traveling, etc. would be borne by Franchisee.

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