



# LEAD INDIA INSTITUTE FOR SOCIAL INNOVATIONS & SUSTAINABLE DEVELOPMENT

Let's Make a Just World

*Educating Present, Inspiring Future, Empowering Entrepreneurship*

AN ISO 9001-2008 CERTIFIED NOT FOR PROFIT ORGANIZATION FOR THE DEVELOPMENT OF NGOS



## LEAD INDIA FOUNDATION

REJUSTIFYING SUSTAINABLE ECONOMIC, POLITICAL AND SOCIAL JUSTICE  
Networking | Fund Raising | Capacity Building | Consulting | Research | Training

[www.leadindiafoundation.org](http://www.leadindiafoundation.org)



## GIVE GLOBALLY FOUNDATION

Networking | Fund Raising | Capacity Building | Consulting | Research | Training

[www.givegloballyfoundation.org](http://www.givegloballyfoundation.org)

## START A LIID STUDY CENTRE AT YOUR PLACE AND BE A PART OF USA BASED ORGANIZATION

Lead India foundation and Give Globally Foundation USA, after a 3 years complete Research in the Manpower need of the non profit and for profit sector, found that there is an acute need of manpower in these sector. LIID is established to meet the need of these manpower.

*Empowering Employability Skill of Youth*

*Enhancing the Environment with more employment*

*Exploring the future Entrepreneurs in both for Profit and Non Profit Sector*

*Assistance from both USA and India based Foundations*

*Exploring the Possibilities of changing in the digital world*

**IN COLLABORATION WITH :-**



**ASU** Lodestar Center  
for Philanthropy & Nonprofit Innovation

ARIZONA STATE UNIVERSITY

**ASU is #1 in the U.S. for Innovation**

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## What is LIIID?

**L**IIID is an Institution initiated by Lead India Foundation in collaboration with Give Globally Foundation, USA and few highly ranked Universities in USA is one of the preferred names when it comes to Professional Digital Marketing Training Courses. We are providing corporate and personal employment based training since 2013. With professional trainings, we have been serving the industry as well. So you will learn from professionals who are working in the industry. Our Training centers in Patna & Gandhinagar are well equipped with latest technology and trainers.

## What are the importance of the courses?

**F**ormal education can't prepare you for everything. When you decide what classes to take years ahead of time, there's no way of knowing exactly what your future career will demand of you. Yet, just because you've identified a skill you'd like to learn now, doesn't mean you need to go back to school. The LIIID learning movement has swept the nation and provides free and affordable classes on a myriad of topics to take you to the next level.

Many courses and certificates are available at low cost to you other than your time. Of course, we know your time is valuable, but a few hours invested in learning with earning a new skill could have a serious impact on the way you do your job. Classes are broken up into digestible segments, making it easy for you to go at your own pace, repeat things until they click, and come and go as you need. LIIID learning also tends to be very focused and include interactive and visual components to cater to the needs of different learning styles.

## What are the benefit of these courses?

**T**here are many benefits of the courses offered by LIIID. It is Seen that after completion from MS, MBA, MRM and other traditional courses, students found themselves helplessness to compete the present need of the nonprofit sector. Either they feel incompetent in English Language or in presentation skills or in technology oriented job related to SMO and SEO. After joining LIIID they will increase their confidence and ready to challenge the latest need of employers with a better in hand salary

## What is the benefit after completing these courses successfully?

**E**mployability is the main aim of this course and after the completion of this course all the students will have earning that they deserve. LIIID gives a writing guarantee of earning either as an employee or an entrepreneur.

**During the study student will receive a stipend up to INR 10,000  
After study a guaranteed placement at Lead India or  
other Non-Profit**

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# What is LIID Digi-Non Profit Markegement?

**D**igi-Non Profit Markegement is the promotion of any products or services or brands by means of at least one type of electro-nonprofit media and contrasts from traditional marketing in which it includes the utilization of grassroot channels and techniques that empower an association to analyze Markegement campaigns and understand what is working and what isn't regularly continuously.



## Why LIID for Digi- Non Profit Markegement Training?



**L**IID is providing in-class, nonprofit and corporate trainings on digi-nonprofit management since 2013. At LIID, Our Certified & experienced Trainers will help you to gain knowledge and experience on live projects. Instead of grabbing books we will walk you through live trainings and work based curriculum. So you will get better understanding with digi-nonprofit markegement concepts. Our digi-nonprofit markegement Training Course is specially designed to students and working professionals. Learn digi-nonprofit markegement training courses with one of the best training institute, come and join the gang of LIID.

## Digi-Nonprofit Markegement Course

**D**igi-Nonprofit Markegement is the promotion of nonprofit items or brands by means of at least one types of electro-field based media and contrasts from traditional marketing in that it includes the utilization of channels and techniques that empower an association to analyze marketing campaigns and understand what is working and what isn't regularly continuously.



## PLACEMENT OPPORTUNITIES

TEACHFORINDIA

GRAMEEN FOUNDATION IN/DA

Pratham

STIR education

QUEST

J-PAL

Ark

CENTRAL SQUARE FOUNDATION

gain

THE NUDGE FOUNDATION

PRAXIS

villgro

EdelGive

SALAAM BOMBAY

THE NUDGE FOUNDATION

PRAXIS

villgro

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## OPTION 1

# STUDY CENTRE \$0 INVESTMENT

**T**his is the Secured option for any entrepreneur if they are running likewise study centers and have more than 60 students ready for the course either CPFR or CPNA or BOTH. No Need to invest anything in advance. You must have at least or more than 60 students in your hand for CPFR and CPNA Program to start a study center. To assure that you have the students with you you need to deposit 10% of the course fee to get the right to run the center along with the details of the infrastructure you do have to start the Program. You also need to send the details of the students along with their contact details like phone number and email ID. We will check the detail you have provided to us and send the Entrance test questions and the right the start the study center within 15 days.



A study Centre must do the interviews of the Faculty members initially and send their details to us for a final interview from us, only after our recommendation you will be able to appoint. For the admin staff too, the same process will be followed.



Soon after the admission, you need to deposit 20% of the course fee at the BOSS Centre for the smooth management the program.



Apart from this You need to deposit an amount of 12000 INR per student at the BOSS office for the smooth running of the program and assurance provided by us on placement.



You can have admission cycle of three times in a year. The above Provision is only for the CPFR and CPNA courses. If you want the certificates from NYU/ Rutgers/ BU you need to pay 5% of the fee more to Lead India Foundation.

**TO AVAIL THIS OPTION YOU SHOULD HAVE READY WITH THE CLASSES AND TRAINERS, YOU SHOULD HAVE KNOWLEDGE AND INTEREST ON THE BUSINESS.**

## OPTION 2

# STUDY CENTRE \$28000 INVESTMENT



This is for Startup Business entrepreneurs, who have no business Ideas, but have interest and adequate investment capacity to run our LIID classes with a profit led strategy.

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## OPTION 3

# STUDY CENTRE \$50000 INVESTMENT



This is for highly interested and abled entrepreneurs having good strength on education business with a proven track record and have sufficient fund to run the business independently and have a leadership role to work as the regional head.

### What is the requirement to have a LIIID CENTER?

To be an owner of a LIIID center you need to have a determined, dedicated and deserved profile. S/He should have prior experience of running such type of business and have the capacity of managing, maintaining and investing for this business.

### Why should you be interested to take the right of running a LIIID CENTRE?

By taking right you will be a partner of lead India Foundation and Give globally foundation and be a part of a national and international brand in the nonprofit sector.

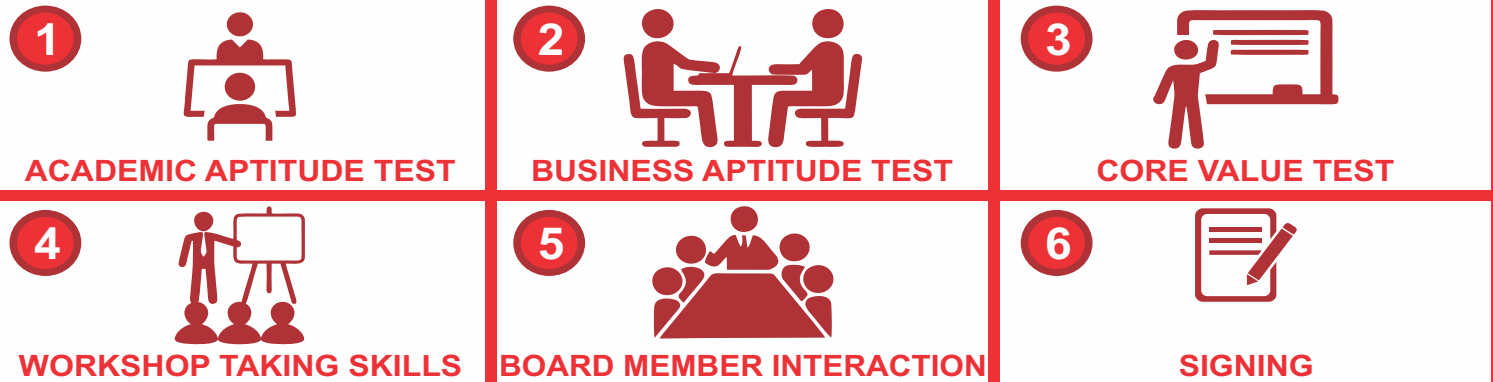
### What is the Benefit of a LIIID CENTER?

Benefits are many for a lead Centre owner. He can be a consultant, an entrepreneur, domestic and international educational service provider having potentiality to earn 10 to 20 lakhs per annum from this business.

### How much time it will take to start a LIIID Centre?

It will normally take three to six months to have a fully-fledged center after signing the contract and having fulfilled all the criteria to meet the need of the infrastructure.

## 6 STEPS PROCESS TO BECOME A LIIID CENTRE OWNER



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# THE SIX STEP PROCESS TO BECOME A LIID CENTRE OWNER

The heart of our process is called the ABCD test - Academics, Business, Core value and the Demos. The 'ABCD' process begins soon after you register. And, if you pass through successfully, you might just find yourself with the Lead India badge, T-Shirt, etc., soon after. And the best part is that we do not charge for such evaluation under any premise of Registration Fee / Evaluation Fee etc.

## Academic Aptitude Test



AAT gives you the option of choosing any 2 out of the six areas of aptitude that we insist you must have, at the very least. These areas are - Quantitative aptitude, English Aptitude, Logic & Reasoning, General Awareness, Data Interpretation and Personality Development. Of course, you are free to choose more than two. But, two is the minimum. This would be short test of 15-30 multiple choice questions in any area that you choose.

## Business Aptitude Test



A short test of 30 MCQs which measures your aptitude to build a business of our kind in your geography. It is not about knowledge

## Core Value Test



We are very particular about our core values. We would want to know about your core values and the match it has with ours. This test takes not more than 20 minutes for you to go through. Read more about our Core Values on our website.

## Workshop taking skills



The demo session is held when you are invited to come for an interface with the senior leadership of Lead India. At least one member of the Lead India board and one member of the academic council would form this assessment committee. Your market research presentation, etc, could also be included here to check your analytical, public speaking and other business skills.

## Board Member interaction



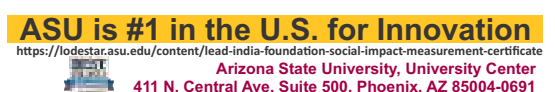
You would have a chance to meet one of the core founding members of CL in an informal environment. These are people like Manoj Bhai, CS Sonu, Manoj Pattanaik, Dr Philipose etc, who are the founding fathers of BOSS. This would be the final stage of your appointment process.

## Signing



Signing of the final service agreements as per the approved process and preliminary discussion on Strategic Business Plan for your location

IN COLLABORATION WITH :-



# INVESTMENT AND PROFIT LOSS PRESENTATION OF THIS BUSINESS

It is based on 60 students for two courses of CPFR and CPNA

The Permission of the LIID study Centre will be granted only if there are 60 Number of Students for CPFR and CPNA courses in case of 0 investment study Centre Permission. In Case of Investment by an entrepreneur to open a study center, the entrepreneur must show that it has the ability to enroll 60 students in a stipulated time and at the same time they should provide a details of marketing strategy to enroll the amount of Students in a stipulated time. If the entrepreneurs fails to enroll the number of students then the contract of sanctioning will automatically canceled without notice and no fee will be returned.

SI. No.	Details	Number of Students	Percentage to the Authorities	Total (USD)
1.0	Admission fees (Net Income of the Project)	60	4350 X 60	261,000
2.1	Paid to Lead India	60	5%	13,050
2.2	Paid to BOSS office	60	10%	26,100
2.3	Stipend to be Deposited At BOSS office	60	150 X 60X 12	108,000
2.4	12 Months Office Rent will be deposited at BOSS office	-	450 X 12	5,400
2.5	Salary for 5 Faculties to be deposited at BOSS office	-	600 X 5 X 12	36,000
2.6	Salary for 3 Admin to be deposited by BOSS office	-	500 X 3 X 12	18,000
2.7	Office Administrators	-	250 X 2 X 12	6,000
2.8	Office Administration Expenses	-	500 X 12	6,000
2.9	Travel/ Advertisement/ Mis	-	500 X 12	6,000
2.1 to 2.9	Total Expenses			2,24,550
3	Gross Profit = Total Income- Total Expenses			36,450

## HIGHLIGHT OF INVESTMENT/ LOSS/ PROFIT

**Your Investment= 0 as you have deposited only the fees of the students**

**Your Involvement: 12 months**

**Your Loss: 0 USD**

**Your Profit: 36, 450 USD equivalent to 24 lakhs approximately.**

**This Profit & Loss Projection is based on the successful enrollment of 60 students**

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# RESPONSIBILITIES OF THE PROMOTERS



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Provide the Permission to run the center



Link with Foundation USA



Provide assistance for the students to study in USA



Linking with Universities



Study Material support



Classroom Support



Online Faculty Development Support, Virtual Training, Corporate Communication Conference, Overseas Visits



Staff Training & Development

# RESPONSIBILITY OF THE BOSS OFFICE



Arranging Entrance Test



Conducting Group Discussion



Personal Interview



Selection Admission



Issue of the I cards



Supply of Study Materials



Staff Interview and appointments in collaboration with lead India



Assistance to Faculties and Administration personnel



Conducting exams



Declaration of results



Awarding certificates



Placement assistance in collaboration with Lead India



CV writing assistance



Inspection of LIID centers for their proper running



Arranging Work Shop Field Visit, Corporate Tie Up

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# RESPONSIBILITY OF THE LIID CENTER OWNERS

All other remaining and required responsibilities are the responsibility of the owner  
Including but not limited to



Identifying faculties from the local



Recruiting Management staffs



Counseling & Enrollment of Students



Management & Local Marketing



Preparing Marketing Materials



Class official Management Documents

## OUR EMPLOYMENT ORIENTED PROGRAMS

LEARN MORE TODAY

CERTIFICATE IN PROFESSIONAL NPO PROJECT MANAGEMENT

LEARN MORE TODAY

CERTIFICATE IN PROFESSIONAL NGO ADMINISTRATION (CPNA)

LEARN MORE TODAY

CERTIFICATE IN PROFESSIONAL IP LAW FOR NPO

LEARN MORE TODAY

CERTIFICATE IN PROFESSIONAL INDIAN PATENT LAW FOR NON PROFIT

LEARN MORE TODAY

CERTIFICATE IN PROFESSIONAL FUND RAISING (CPFR)

LEARN MORE TODAY

CERTIFICATE IN PROFESSIONAL SOCIAL MEDIA OPTIMIZATION FOR NPO

CERTIFICATE PROGRAM IN DIGITAL MARKETING FOR NONPROFIT

EFFECTIVE GRANT PROPOSAL WRITING

LEARN TO IMPROVE QUALITY, SPEED, PRODUCTIVITY AND REDUCE COST OF WRITING YOUR NON PROFIT GRANTS WITH HIGH-END RESULT

REGISTER NOW!

## PLACEMENT OPPORTUNITIES



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## CPFR-CPNA (2 Year Professional & Job Oriented) PROGRAMME DUAL SPECIALISATION



LEARN MORE TODAY

### CERTIFICATION IN PROFESSIONAL NGO ADMINISTRATION & FUND RAISING

#### ABOUT PROGRAM

The Digital India revolution has transformed the way discovered and choose different product and services in the NGO sector. The traditional education is not sufficient for the students to meet the present challenges of the NGO needs. NGO'S must harness the power of social media digital technologies to reach donors directly with an authentic and trustworthy voice. Therefore through understanding of tactics, best practices and techniques for this critical online promotion channel has become mandatory for managers, NGO owners, and professionals improve their ROI form their digital marketing spends.

#### PROGRAM CONTENTS

- NGO English - I & IELTS • NGO Mathematics - I • Principles of Micro Economics • Principles of Financial Accounting • Fundamentals of Information Technology • Crowd Funding & Online Fund Raising • Company Accounts/NGO • Logic and Critical Thinking • Introduction to Indian Society • Corporate & Foundation Fundraising • Foundations of Fundraising • Annual Giving • Capital Campaign • Individual Major and Leadership Gifts • Planned and Estate Gifts • Prospect Research • Technology- Enabled Fundraising • Support Services and Volunteer Leadership • Management and Accountability • Introduction to Indian NGO Environment • Government and NGO • Introduction to NGO Statistics • Cost of NGO Accounting • Introduction to Industrial Psychology & CSR • Oral Communication & soft skills in NGO • Elements of Management • NGO Admin & Mana- II • NGO Mathematics - II • Principles of Macro Economics • Fundamentals of Financial Management • Introduction to Operations Research • Introduction to Ethics and Corporate Social Responsibility • Introduction to Organizational Behaviour • Introduction to Environmental Management

#### PROGRAM HIGHLIGHT

- 100% online program with online examination
- Learn on the - internet / smart phone
- Flexi schedule - learn from anywhere anytime
- Reference book from leading global expert
- Designed and delivered by social media / marketing experts
- Interactive session with industry expert
- Case studies and real life experience sharing
- Dedicated student support team



#### WHO SHOULD ENROLL

- Marketing professional currently using Digital Marketing to meet their objective
- Web marketer, looking for enhancing professional in the Digital Marketing Domain
- Entrepreneur, looking for using online media, to improve their business prformance
- Individuals / marketing student, looking for career opportunities in Digital Marketing Domain

#### WHY SHOULD ENROLL

- Earn upto 1.2 lakhs while studying
- Get the package of 5 lakh p.a after studying
- Online and offline teaching facility
- Get placement in great funding agency
- Get experience certi while learning
- Get scholarships & educational
- Give a dashing dimension to your prof. vision

#### Benefits

##### STIPEND BASED STUDY

All the students will be provided a stipend up to 10,000 INR for their work during The study.



##### ASSURED PLACEMENT

All The Successful Students will be placed in highly reputed organizations or in Lead India Foundation

#### ABOUT LEAD INDIA FOUNDATION

Lead India Foundation offers industry relevant globally benchmarked academic programs. Our Industry oriented curriculum experienced subject matter experts as faculty, continues & rigorous evaluation methodology ISO 9001-2000 certified student get world class education while continuing their jobs. Since 2010, Lead India has shaped careers of over 2000 professional by an array of prestigious industry relevant academic programs in collaboration with different institutes like my IELTS Doctor & Careernextt ETRC Pvt. Ltd.

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