

Kind Attn:

Sub: Introduction of DewSoft as a premiere vocational and Supplementary Training Provider

Respected Sir/Madam,

It is our immense pleasure to introduce DewSoft, an Indian Multinational with its corporate office in New Delhi, INDIA and International office in Ontario, Canada. This ensures delivery of Quality Education & Training as per Standards adopted in developed economies of North America combined with stringent curriculum of Indian Academia making us the most revolutionary Institution to join hands with.

Our area of operations includes- Software Development, Virtual Campus Education, Real Time Academies & Self Study Books & CDs. Currently we cater to more that 1 Million Subscribers through our eLearning portal www.dewsoftacademy.com making us the largest eLearning provider in the World.

DewSoft Education & Training Academy offers world class quality programs in the field of Computers, Management, Language & Self Development preparing the student for the available opportunities. The Institution forte is Standardized Programs with emphasis on distortion free delivery, in line with its main objective" unequivocal and unbiased education for all".

In current times academic knowledge cannot incorporate the required skills set to face the challenges of competitive world. The supplementary Educational skills such as Computers, Presentation, Communication, Motivational & Leadership skills play a vital role in enhancing core capabilities of student.

Dewsoft offers world class trainings on these supplementary educational skills. The proposal has been designed as per our understanding of the subject. Please find the

same in order. Any other information regarding the attached document may be had from the undersigned anytime between 10.00A.M.- 6.00P.M. on all working days on the numbers given below.

We look forward to meeting you and embracing a long term mutually beneficial relationship.

Thanks & Regards

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Attachments

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ANNEXURE A

DewSoft Overseas Pvt. Ltd.

Introduction

Incorporated on the 1st of December 2000 with the registrar of companies, NCT Delhi, INDIA, DewSoft is an INDIAN Multi-national with offices in Canada, and Nepal, catering to more than 10,00,000 satisfied subscribers around the world. We are a young, dynamic, technology driven organization working in a healthy and competitive environment to contribute to the very existence of the society. ...the Society which instills desire to continually Innovate, Improve, Succeed, Flourish, and Enjoy the very existence of Mankind.

We make Managers, Entrepreneurs, Innovators, and Computer Literate Work Force, people who can contribute to the Economies of the Future. We Empower people, Nurture their In-built Talent with the Education and Training to make them capable of achieving such a feat.

Objective

- To become a knowledge community that people from walks of life choose to enhance their contribution to their community, to their peers, to their employers, to their family and utmost to themselves.
- To establish and follow higher than industry standards in the products and services offered, and to continually improve upon the same, for all times to come.
- To research and contribute to the education and training industry by offering exemplifying range of services based on immaculate technology and methodology.

Our goal

- To establish itself as a global pioneer in the education and training industry, in research, development and training with a global market share of at-least 4% by the end of 2010.
- To redefine and raise the standards of products, services, personal morals, etiquettes, business environment and ethics.

Mission

- To design and offer the latest and most viable content enabling enhanced, relevant and effective learning.
- To introduce, incorporate, and offer, the most effective technology in learning and teaching aids.
- To make each contact with the institution, pleasurable and to make each customer a repeat customer.

Area Of Operations

- 1. Software Design And Development**
- 2. Website Design, Development and Hosting Service**
- 3. Data-punching, Scanning, and Security Services**
- 4. DewSoft Education Academy**
 - a. Computer Software and hardware
 - b. Foreign Language Training
 - c. Hospitality and Personality Development
 - d. Management and Self Awareness Programs
 - e. Vocational Trainings
- 5. Proposed DewSoft University Campus in District Patiala, Punjab**

Mediums of Education Offered

- a. Classroom Based Training DewSoft Education Academy
- b. Web Based Trainings, DewSoft Virtual Campus
- c. Computer Based Training
- d. Self Study Books and CDs

Quality

DewSoft believes that to keep our customers happy we always need to upgrade our offerings. To provide them world-class services our quality team continuously works towards setting higher standards and provides complete customer satisfaction.

Financial Performance

All thanks to the superlative team of content development, presentation and delivery of the courses, and people involved in promotion of the company products and services making our products extremely popular and acceptable worldwide, DewSoft has grown steadily in the minds and hearts of people around the world. This reflects on our balance sheets.

In 2007-2008 DewSoft Indian Operations alone had a business turnover of more than Rs. 100 Crores up approximately making it the one of the fastest growing Education and Training Provider in the country.

Why DewSoft?

1. Our ability to be concise and precise.
2. DewSoft is the only Institution to offer all mediums of Education, and offer it well enough for individual and Institutional Acceptance by Choice.
3. Our ability to design and deliver interactive and animated tutorials using user friendly technology, enhancing the user experience making learning more effective.
4. Our ability to offer a diversified range of course under one roof, enables us to be a preferred choice for one stop shop for all education need.
5. DewSoft currently enjoys more than 280 centers in INDIA and Nepal and intends to increase the number to over 2500 by 2010.
6. With the plan to set up its own college campus and university in different regions of INDIA, the institution shall have no parallel in the industry by 2010.
7. Our ability to address the need of the clients and offer customize solutions as per the requirement of the Industry, makes us extremely client friendly.
8. Our ability to add value addition, because of access to large Intellectual, Experiences and Financial resources, enables our offering superior to any other peer competitor.
9. DewSoft Caters to more than 1000,000 Subscribers around the world. These numbers speak of high customer satisfaction and our ability to deliver what we promise.

Our suggestion for this Project

This project is very complex in the nature of the contract, it is. If given to a large number of vendors to complete the task, the same may result in subjects with different levels of understanding and skill set.

The project entails creating, managing, and administration of centers which can train teachers, faculties, students, and pupil with the knowledge of Business English as desired.

There are 03 major components that the system needs to address.

1. Management and Administration of Centers of delivery
2. Standardized Delivery of Instructional Material
3. Progress Monitoring and Testing of Students on the basis of Skill Set Attained.

Any of this goes wrong, the whole system collapses, and all effort deployed shall be wasted. At DewSoft, we feel we have a strong control and specialization to address all the needs of the project, with our past experience in the field of Education, Administration and running franchisees.

We can assure you of the best possible results with our experience.

Annexure B

Recognition and Association

The effort of the Institution or its Promoters is recognized by

1. Federation of Indian Chambers of Commerce, INDIA
2. Brampton Board of Commerce, Brampton, CANADA
3. Delhi Chamber of Commerce, New Delhi, INDIA
4. Institute of Electrical and Electronic Engineers , USA
5. Associate for Computing Machinery, USA
6. International Society for Distance Learning, USA
7. American Institute of Architects, USA
8. Council of Architecture, INDIA
9. Associate Partner for Halifax University, UK, Hotel School, Sydney, Australia, University of Cyprus, Cyprus and other prestigious universities
10. Authorized Training and Testing Partner for conducting Foreign Language Training and ESOL Examinations by Cambridge University UK. *
11. Recognition of DewSoft Courses by Employment Board of Andhra Pradesh and Rajasthan.
12. Recognition of DewSoft Courses by Employment Board of Gujarat*
13. Settler DewSoft Education Welfare Trust, for establishing Colleges and University campus across the country.
14. Founder of RADICAL (Research and Development in Computer Aided Learning) Initiative, in New Delhi, INDIA

THE PROPOSAL

For the Purpose of Convenience DewSoft Overseas Pvt. Ltd. is represented as DewSoft and ATC stands for Authorized Training Centers

1. DewSoft shall identify, assign, local training partners to enable correct and clear teaching of students, and Training of Teachers/Faculties in all districts of Uttar Pradesh. The quantity and infrastructure of these centers shall be derived after understanding the density of students in the region.
2. DewSoft may appoint franchisee, they may be charged with some franchisee fee, which shall include technology transfer, Language Training for Teachers/faculties and other administrative works.
3. DewSoft may terminate franchisee/ATC appointed by self for non-performance, adherence/maintenance of standards as desired by Self. An Updated list of all the centers shall be made available online. All rights relating to such a scenario and decision shall rest with DewSoft and shall be binding on all the parties, i.e. the student, Franchisee/ATC.
4. DewSoft create its own syllabus, in the form of Books and CDs, provide Audio Visual Content in the form of Instructional CDs/ DVDs, etc. to be used in the Training of the subjects.
5. DewSoft shall prepare and make available all content of the Training online and create a subscription ID for the user to access it from anywhere in the world free of cost (the cost of access to the site through internet explorer shall be borne by the user, which includes access to PC with Internet).
6. DewSoft for fair participation and maintenance of Standards and administration amongst all the assigned centers create records and progress of all the Students, Teachers, Batch Information, Batch Progress Online, which shall be regularly monitored for progress and performance to enable transparency of all records.
7. DewSoft shall enable online testing of all the students undertaking courses.
8. DewSoft shall assist all successful and deserving candidates, with Job placement assistance using its reach in the Industry all over INDIA.

PLEASE NOTE

1. All materials including course content and training instruction, marketing material, printed, softcopy, slides, online or real time, and any other material related to training shall remain the proprietary copyright material of DewSoft and all rights of reproductions and usage shall lie with DewSoft alone. Any attempt to misuse the same shall be dealt with strictly under the relevant misconduct under civil and criminal procedures of the applicable law.
2. Only successful candidates further to the next level of course. In case any candidate require special help, an additional tuition charge may be levied on the candidate individually.
3. DewSoft may hold and convene an entry level, Intelligence Quest test to determine the level of absorption to assign and form batch for training for the prospects. The objective of this test is to identify students of the same capabilities and put them together to create harmony, most required for Training of Students coming from varied backgrounds. DewSoft may put a small additional fee for the same.
4. DewSoft as a pilot project suggests to train teachers of the Schools and Colleges with the knowledge and skills to impart Language Training to make them aware the difference between Academic and Business English, and instill the same as part of the curriculum to the younger minds.
5. In case the equipment and infrastructure is provided by a 3rd party, the department shall ensure that the AMC contract is for a period not less than 3 years with a onsite help /assistance within 24 hours. DewSoft shall however prefer that this contract also be given to the company so as to ensure smooth running of the center.
6. There are many more skills enhancing trainings and programs that can escalate the personality of individuals making them employable in the Industry. DewSoft has a big bouquet of these programs. DewSoft reserves the right to offer such training programs to all students at extra compensation.

7. Any terms and conditions not mentioned herein may be addressed to derive a more specific work strategy.
8. A comprehensive work strategy outlining deadlines and targets shall be submitted later.