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GOOLGE ATC PRESENTS

**AN UNIQUE ONE TIME OPPORTUNITY TO MAKE BEST OUT OF
TECHNOLOGY**

If becoming an Independent Business Owner (IBO) has been your recurrent dream, here is the opportunity to make it a reality. As a GIMS and Google ATC Local Resource Centre (LBC), you will leverage your concept-selling acumen to build an independent and rewarding business for yourself. You will introduce Google Technology Solution in schools at your place and locality and make a long-term business and revenue.



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FIRST TIME IN THE COUNTRY

Google Sketch up a 3D education is being introduced in Schools

Educational needs of children and school are changing as the technology evolves. Schools need to introduce latest tools, technology and know how, to prepare children for tomorrow. In this direction introducing 3D into the school syllabus is the next big change the world is experiencing. Of course Indian schools and children are also eagerly awaiting to bring in the change. As a result thousands of schools will embrace 3D technology as part of their syllabus. Millions of students will learn 3D at school level and improve their engineering ability and skills. In next 5 years most of the schools will have 3D as part of their syllabus or as additional subject or SYUPW/work experience subject. This has created immense opportunity for those who know the technology.

Google has introduced sketchup. A 3D modelling tool. This is a simple modelling tool. A student can learn with ease and start constructing his own 3D models. It is not just modelling he can showcase his talent and skill to the world through a student showcase provided on Google server. All these are aimed at nurturing student skills.

Google Sketch up made 3D modelling simple and fun. A student can start learning 3D modelling skills. With a good training he/she will be able to build his own models. This may be model of any object like Mobile Phone, Television, Table, Beaker, Chair, class room, interiors, landscape and anything he chooses. A student can model his world.

Google has made all this possible.

Google ATC is inviting all those who are interested to take part in the big opportunity ahead.

Need of 3D education in School:

Presently 2D softwares and technology is widely taught in schools. Most of the softwares taught in schools are 2D. For example photoshop, paint, word, excel power point etc.. these are 2d software. In 2D only two axis are seen. (X and y axis). 3D will introduce students to Z axis. Where you can see the depth. When X, Y and Z axis together will form 3D(third dimension). There are few 3D tools available for students to learn. But most of the 3D tools are very complex as they are used for complex technology requirement.

Google has introduced a simple 3D modeling tool GOOGLE SKETCH UP. This is a simple 3D tool with which a student can learn how to create a 3D object and animate it.

Advantages of learning 3D at school level:

To Students:

- Improves engineering skills
- It improves creative ability of a child.
- It improves visualization skill of a child.
- Can create any object or experiment on his own
- Enhances drawing skills and reading drawings.
- Equips students with latest technology.
- Google certified modeler
- Facility to showcase students works in Google 3D warehouse. This enables students to showcase their works to the world.

To School:

- Opportunity to introduce latest technology.
- Enhances student abilities, increases standards of the school
- Association with Google ATC.
- Showcase for each school to showcase their students works.
- An additional revenue model.
- Utilisation of computer labs to optimum. (free time, week ends and summer holidays may be used to train students in 3D)
- Exposing students to online training technology.

GIMS is aiming at “Model My India.”

Why student should learn 3D modelling.

1. It is a tool which improves his creativity.
2. Brings out geometrical and engineering abilities at young age.
3. He can model any of his experiments and exercises.
4. This improves his visualization

What a student can do with Sketch up Training.

1. Can model any inorganic objects
2. He can use it for his experiments and projects
3. Can store it in Google and showcase it to the world.

4. A Student showcase for every school will be provided on Internet.

Eligibility

Any student of class 5 and above can take up this training and work with sketch up.

We have done extensive R&D on this with various age group students and found that students of class 5 and above can use sketch up comfortably and build models.

How this can be introduced in schools

In USA and Europe students are learning 3D modelling as a part of their curriculum. Most of the schools have introduced 3D model to students at class 5. This has a very good result.

A school may choose to introduce 3D modelling skills in any of the ways which is convenient to the school

1. Making it as part of curriculum
2. As part of SUPW\WE subject
3. By providing specific time (Period) for this activity
4. Week end classes
5. Summer course.
6. Or any other way school thinks fit.

Facility required: Computer Lab spare capacity and time will be used for this training.

Hard ware and Soft ware:

Available computer lab will be used for this purpose. Sketch up won't require very high end computers. Computers with P4 with 1 GB RAM are sufficient to start training in sketch up.

Software: will be provided by Google.

Certification:

Google ATC will provide certification for all students who undergo sketch up training.

Role of Google ATC:

- GIMS a Google ATC is instrumental in spreading Google Sketch up and 3D modelling skills to students in India. We are looking to build "My India in 3D" under the concept "Model My India." We are looking the cooperation of all schools to this mission
- We will provide course, curriculum, training method, certification, online showcase from our end.

Role of Local Resource Centre:

- To prepare database of schools in the region.
- To approach schools through mails, phone and visits.

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- Coordinate with CO to sign MOU to introduce 3d training in schools
- Undertake training for the schools who look for on location training
- If the school is opting for online training, LRC will play coordinator role for smooth introduction of training.

THE MARKET

There are about 10,000 good schools across country who will introduce 3D training in next five years.

Sketch up at schools is a very big market. Every city is having hundreds of schools and educational institutes. And every school is having thousands of children. This constitutes a very big market and long term market.

On enrolment of each school there will be hundreds of students who take the advantage of learning Google Sketch up and this accrues for a good revenue for LRC.

Every district will have

- One District centre about 25 Good schools
- Minimum 5 taluk Each taluk will have at least 5 good schools
- Total schools 50 Good schools
- Each school will have about 500 students from class 5 to 10
- $500 \times 50 = 25,000$ students who needs this education.
- We have plan to cover 2000 students in next 3 years.
- We have plans to achieve this in next 3 years.

How the training in schools will happen?

School Training will happen in two ways.

1. **Using our online training Technology.** Once the school enrolls, a trainer will come online and train students through a virtual class room technology.
2. **On location training:** some schools may not opt for online training method. In that case LRC will maintain resource to conduct training. Google ATC will train resource persons to train students in your locality. LRC will maintain few trainers who will undertake the assignment of resource centre. They are paid per assignment from LRC.

Online training Methodology:

- Google ATC is having an online training methodology. Using this trainer will train school students using virtual classroom.
- For this a school has to provide us with a broad band internet connectivity,(with 2MBPS speed) a web camera and microphone.
- A big screen to run the classes.
- Trainer will log into virtual class room and conduct classes.
- Class students will be explained with each tool and it application step by step.
- Examples will be provided.



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- Students will be given time to ask questions and practice time is allowed.
- Classes will be held at pre fixed time.
- Students will be given home work and exercise.
- Using this method children will be trained in Google Sketch up.

On Location Training:

- Off line method will be used when internet and connectivity is not available.
- Google ATC will train Local resource Centre personnel on Google Sketch up.
- These trainers will train school students.
- Local Resource Centre will maintain trainers to run our education in schools.
- Google ATC will conduct online test and certify students.

Agreement:

Google ATC will enter into an agreement to provide 3D education.

Revenue and sharing:

All the revenue accrued will be shared with the Local resource Centre:

Investment:

Following are the needs of LRC.

- A Laptop
- Broad band internet connectivity (wire less connectivity)
- +
- Training, materials and support cost Rs: 1,00,000 plus 10.3% service tax

Returns:

An LRC can have returns in the following manner
Revenue earned from schools.

When Google ATC conduct the training

- 25% will be the share of LRC
- 75% will be the share of ATC.

When LRC conduct the training

- 60% will be the share of LRC
- 40% will be the share of ATC.



Who is eligible to apply for LRC:

- We are looking for dynamic young graduates with strong computer and internet knowledge. Good Communication skills and zeal to grow.
- Any individual or a business house who is looking for long term good income may apply for LRC.

Future Plans:

We have plans to introduce many courses that are more useful for schoolchildren. All the courses will be introduced through LRC.

Additional Revenue streams:

In addition to the above LRC can suggest summer classes, week end classes for those who are interested.

Geo Reference Model:

GRM is the solution being provided to Commercial Real Estate and Tourism segment by GIMS. LRC may book orders for GRM solution also. Once the education is settled this may be taken up. CO will provide with training.

Roles and Responsibilities:	Google ATC	Local Resource Center
Creating of Data Base		Yes
Approaching the school	Yes (online)	Yes
Sending mails	Yes	Yes
MOU with School	yes	
Training students	Yes (online Course)	Yes(in the school training)
Certification	yes	
Course Materials	yes	
Recruitment of resource		Yes
Training of resource for LRC	yes	
Marketing Training to LRC	yes	
Marketing materials	yes	
Coordination with schools	yes	Yes

for closing an order		

Google ATC Resource Centre is a long term business for those who are looking for home based business. With low investment and good effort, an LRC may earn good long-term income. Once a school is enrolled, LRC will earn income from every training we do. Only one LRC per region or locality. Apply fast and ensure a place in the long-term business.

All the best.

Process of appointing a LRC:

1. Apply with complete details and expression of interest.
2. Scrutiny of applications.
3. Online interview by our team.
4. Answering all queries and questions raised by LRCs.
5. Approved candidates will be informed through mail.
6. Confirmation from prospective LRC with payment of Rs. 50,000
7. Appointment and signing of MOU.
8. Drawing and confirming online Training schedule.
 - a. Marketing training 5 hours about 2 days.
 - b. Technical training (40 hours 20 days)
 - c. Both training will be held using online technology and video conferencing.
9. Payment of Balance amount Rs: 50,000 and starting of training.
10. Providing materials for marketing.
11. Certification from CO for LRC to operate in the region.
12. Starting of the business.

Time required to complete above process : One month.

Support Team GIMS

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Call for any clarification on 080 41210623,



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