

Country Associate Program

Sqilah Advanced Learnings Pvt. Ltd.
Bangalore, India.

Sqilah Advanced Learnings

* Aviation * Travel & Tourism * Hospitality * Logistics * Healthcare

About Sqilah: Sqilah, (skills quotient in Logistics, Aviation and Healthcare as originally launched), is a skill and knowledge building platform which helps enhance careers of thousands of professionals and aspirants in the domains of Aviation, Logistics, Hospitality, Travel & Tourism and Healthcare. Sqilah Advanced Learnings Pvt. Ltd. is a company launched by professionals from the industry who bring in an abundant experience in the various domains of the industry. The mission of the company is to bring in the latest knowledge of the industry to the fingertips of the students at an affordable price, thereby enhancing the careers of those who are aspirants as well as working professionals.

Courses offered: Sqilah Advanced Learning has developed unique & innovative E-Learning courses in the following domains:

- Aviation
- Logistics
- Hospitality
- Travel & Tourism
- Specialty Tourism
- Travel Related Services
- Healthcare Services
- Alternate Energy Courses (Coming Soon)
- Civil Drone Courses (Coming Soon)

The above courses are delivered by two different modes on two different portals of Sqilah Advanced Learning as follows:

*Video based, semi-guided,
audio supported industry
standard LMS platform on*

www.sqilah.com

*HTML based, Multi Lingual
(available in over 190
Languages) proprietary LMS on*

www.onlinetraveledu.in

The third mode of delivery is through a mobile App. Sqilah App can be downloaded from our website www.sqilah.com or from a Play Store / Apple Store. Video based courses are also accessible by third mobile platform www.sqilah.co

A complete list of these courses, domain-wise, is provided below for your information.

List of Courses offered:

Sqilah Course Catalogue							
Aviation Courses				Logistics Courses			
Code		USD	INR	Code		USD	INR
AV01	Certified in Aviation Foundation	100	8000	LS01	Certified in Air Cargo Foundation	100	8000
AV02	Certified in Baggage Handling	100	8000	LS02	Certified Air Cargo Professional	100	8000
AV03	Certified Aviation Terminology Expert	100	8000	LS03	Certified Dangerous Goods (DGR) Expert	125	10000
AV04	Certified in Airport Foundation	100	8000	LS04	Certified in Shipping Geography	100	8000
AV05	Certified Civil Aircrafts Expert	100	8000	LS05	Certified in Sea Cargo Foundation	100	8000
AV06	Certified Airline Cabin Crew Professional	100	8000	LS06	Certified Sea Freight Professional	100	8000
AV07	Certified In-flight Services Professional	100	8000	LS07	Certified in Surface Logistics Operations	100	8000
AV08	Certified Airport Ramp Agent	100	8000				
AV09	Certified Airport Operations Professional	125	8000	Code	Hospitality Courses	USD	INR
AV10	Certified Airline Management Professional	100	8000	HS01	Certified Front Office Professional	100	8000
AV11	Certified Airline Loyalty Programs Expert	100	8000	HS02	Certified F&B Services Professional	100	8000
AV12	Certified Aircraft Load Sheet Expert	125	8000	HS03	Certified Housekeeping Professional	100	8000
AV13	Certified Interline & Prorate Professional	100	8000	HS04	Certified in Back-office Operations	100	8000
AV14	Certified Air Cargo Revenue Accounting Professional	100	8000	HS05	Certified Bartending Expert	100	8000
AV15	Certified Airline Customer Services Professional	100	8000	HS06	Certified Airport Lounge Operations Expert	100	8000
AV16	Certified Flight Dispatch Professional	100	8000	HS07	Certified in Aircraft Galley Management	100	8000
AV17	Certified Flight Operations Professional	100	8000	HS08	Certified Cruise Tourism Expert	100	8000
AV18	Certified Reservation & Booking Technology Expert	100	8000	HS09	Certified Specialist in Technology for Hotel Sales	100	8000
AV19	Certified MRO Operations Professional	100	8000	HS10	Certified in Hotel Technology	100	8000
Code	Travel & Tourism Courses	USD	INR	Code	Travel Related Services Courses	USD	INR
TT01	Certified in Travel & Tourism Foundation	100	8000	TR01	Certified in Money Changing Operations	100	8000
TT02	Certified in Travel Geography & World Time Zones	100	8000	TR02	Certified Car Rental Expert	100	8000
TT03	Certified Travel Documentation Expert	100	8000	TR03	Certified Wedding Planning Expert	100	8000
TT04	Certified in Travel Agency Management	100	8000	TR04	Certified Event & MICE Expert	100	8000
TT05	Certified Tourism Management Professional	125	10000				
TT06	Certified Airfare & Fare Construction Specialist	100	8000				
Code	Specialty Tourism Courses	USD	INR	Code	Healthcare Services Courses	USD	INR
ST01	Certified Wine Tourism Expert	100	8000	HS01	Basic Course for Healthcare Clinic Assistant	100	8000
ST02	Certified Cheese Tourism Expert	100	8000	HS02	Understanding Hospital Administration	100	8000
ST03	Certified Spa & Wellness Tourism Expert	100	8000	HS03	Foundation Course for Paramedic Careers	100	8000
ST04	Certified Rail Tourism Expert	100	8000				
Diploma Courses							
Courses Code	Name of the Diploma Course	USD	INR	Courses included			
AD01	Diploma in Aviation Foundation	350	25000		AV01, AV03, AV04, AV05,TT02		
AD02	Diploma in Airline Management	400	30000		(AD01 - TT02) + AV10 + AV11		
AD03	Diploma in Airport Operations	425	30000		(AD01 - TT02) + AV08 + AV09		
AD04	Diploma in Cabin Crew Career	500	35000		AD01+ AV06 + AV07		
LD01	Diploma in Air Cargo Operations	300	18000		LS01 + LS02 + LS03 + TT02		
LD02	Diploma in Sea Cargo Operations	240	17000		LS04 + LS05 + LS06		
Courses uploaded shown in Blue Colour				Courses to be uploaded shown in Red Colour			

Delivery of the Courses

These courses can be delivered through various modes as follows:

- **E-Learning**: For those who wish to self study, can visit any of the two portals and one mobile platform depending upon the choice of the candidate and self learn the course.
- **Online Classroom**: For those who wish to be guided for these courses, an alternative online mode with an expert, guiding the batch of students in a zoom classroom can also be offered. The online batches are pre-scheduled and classes are conducted on Zoom.
- **Physical Classroom**: Wherever classroom and faculties are available, normal classroom classes are also conducted using the content of the course, in hybrid mode. (Online content delivered in class room through a professional faculty.)
- **College Groups**: For College groups, special classes are conducted in respective colleges using the online content.
- **Corporate Groups**: For Corporate Groups, special classes with tailor made syllabus, classes are conducted in any mode requested by the corporate.

Thus, learning is available for even those who live in remote locations or those urban students who find commuting very tedious.

Country Associate Program

Under this programme, an organization/individual in a country who has the potential and capacity to market the Sqilah courses in their country, can become an Exclusive Associate of Sqilah Advanced Learnings Pvt. Ltd. by signing an Agreement with certain terms and conditions. A list of probable countries is divided into 3 categories viz. A, B & C depending upon their expected potential for Sqilah courses.

Once the Country Associate has been identified and the terms agreed upon and the necessary fees paid to Sqilah, the designated Associate will have to provide all the required information so as to create a white labeled website. The website creation would take 2-4 weeks and will be co-branded with the Sqilah logo. A certificate will also be designed as a co-branded certificate. Sqilah also provides authorization certificate to the Country Associate regarding its association with Sqilah with a validity period and the country of operation allotted. This arrangement is exclusive and Sqilah will not appoint any other associate in that country. In lieu of this exclusivity, the Country Associate will provide a guaranteed revenue of 200 courses to Sqilah per annum. The Country Associate will be allowed to appoint 'Affiliates' to achieve their sales reach.

A Country Associate will be provided with a welcome Kit from Sqilah containing:

1. Certificate of Association
2. Signed copy of Agreement in PDF
3. White Labeled Website
4. Specimen of Joint Certification for the student
5. Training of 5 Hours on Zoom Meeting (More training at an extra cost)
6. Demo access on 2 IDs for all courses
7. Detailed Course Catalogue
8. Operations Manual
9. Access to real time reports on White Labeled Website
10. Copy of Specimen Agreement to be signed with Affiliates

Designated Country Associate is expected to be singularly focussed to promote and market the URL of the white labeled website and the courses offered therein, a mirrored offering of courses of Sqilah Advanced Learnings. The Country Associate, is expected to present all the courses, their landing pages, collect the fees through payment gateway, create a record of students with regard to the courses chosen, (sending them a welcome mail), the progress made by each student and finally awarding the student with their certification. Detailed accounting of all transactions is taken care of by the white labeled site.

The associate gets the percentage of sale during the tenure of their Agreement period, (after deducting 10% as administrative cost, inclusive of payment gateway fees) as follows:

First 200 courses: 50% of (Course Fee – 10%)
 201-300 Courses: 55% of (Course Fee – 10%)
 301-500 Courses: 60% of (Course Fee – 10%)
 >500 Courses : 70% of (Course Fee – 10%)

Country Associate has to provide and link the bank details to the white labeled website. The Associate's share of transaction gets deposited directly from payment gateway. This is subject to the tax authority regulations of the concerned countries.

1. Fees to become a Country Associate of Sqilah Advanced Learnings Pvt. Ltd. for an initial period of 3 years and renewal period of 2 years is as follows:
 - A Category: Fee of USD 6000 for 3 Years & USD 4000 for renewal of 2 Years.
 - B Category: Fee of USD 5000 for 3 Years & USD 3500 for renewal of 2 Years.
 - C Category: Fee of USD 4000 for 3 Years & USD 2500 for renewal of 2 Years.
2. Minimum Guarantee of Sale of certain no. of courses has to be complied as –
 - A Category – 200 Courses / Annum
 - B Category – 150 Courses / Annum
 - C Category – 100 Courses / Annum

In a nutshell, financials with Country Associate with revenue projections for 600 courses per annum are tabulated as below

Sr No.		Country Associates planned for	Associate Fee		Mandatory	Commission% on Sale of Courses				Max No.	Affiliate	Affiliate	
			3 Years	Renewal 2 Yrs	Min. Sale/Year	< 200	201-300	301-500	>500	of Affiliates	Fee	Commission?	
1	A	Australia, Bangladesh, Bulgaria, Egypt, Ghana, Indonesia, Kenya, Malaysia, Nigeria, Phillipines, New Zealand, Qatar, Romania, Saudi Arabia, Singapore, South Africa, Thailand, Turkey, UAE, Vietnam	6000	4000	200	50	55	60	70	6	1000	20	
2	B	Ethiopia, Jordan, Myanmar, Nepal, Oman, Rawanda, Sri Lanka, Tanzania, Tunisia, Uganof da	5000	3500	150					5			
3	C	Azerbaijan, Cambodia, Fiji, Laos, Maldives, Mozambique, Namibia, Vanuatu	4000	2500	100					4			
Counter for Sale gets reset to 0 after 3 Years					Revenue for Country Associate								
Revenue Projections for 3 years with 600 courses /Year					All Figures are in USD								Total
Estimated Revenue on Sale of 600 Courses in First Year					9000 4950 5400 5600 24950								
Estimated Revenue on Sale of 600 Courses in Second Year					12600 6300 4800 5400 29100								
Estimated Revenue on Sale of 600 Courses in Third Year					12600 6300 4800 6300 30000								
									Total	84050			

What a Country Associate can do?

- Market the courses online through his own website / portal using URLs
- Market the courses through White Labeled Site
- Mass Market the courses through Colleges
- Market the courses to Corporates
- Create a network of Affiliates (Market influencers) and market the courses B2B
- Create a Joint Certification Program along with Sqilah Advanced Learning
- Classroom / College / Corporate training Fee to be decided with mutual consent

What a Country Associate can get?

- Earn a commission on sale of courses as per table below:
- 50% of Affiliate Fee
- 80% on College Groups, 20% to be paid to Sqilah as Royalty
- 70% on Corporate Groups, 30% to be paid to Sqilah as Royalty

Affiliate Program

An Affiliate is a person / organization who being an influencer, would market the same courses through an URL and earns commission from the Country associate. Country Associates are allowed to appoint maximum of following number of Affiliates:

A Category Country Associate – 6 Numbers for the tenure of Associate's Agreement
B Category Country Associate – 5 Numbers for the tenure of Associate's Agreement
C Category Country Associate – 4 Numbers for the tenure of Associate's Agreement

The Fee to become an Affiliate is USD1000 for all Category Country Associates. This amount is shared equally between Sqilah and the respective Country Associate. Sqilah will create Affiliate area on the white label portal of the respective Country Associate. Affiliate gets 20% Fees (after Sqilah is paid the 10%) as commissions on their sale, For sale, they get separate URLs from the White Labeled website and their sale gets recorded automatically and commissions gets calculated automatically and gets deposited in their banks, details of which have to be provided by the Affiliate, at the time of signing.

The White Labeled Dashboard maintains the record of sale of each course by each Affiliate, automatically and allows the Affiliate to focus on marketing.

Offer to become Sqilah Country Associate

Organizations / Professionals from the industry, who would like to start a training academy in their region, can become Associate of Sqilah and get started within a week. The terms & conditions for this 'Association' is as follows:

- Associate will get Artwork for the Signage and Certificate of Association.
- Associate will get full access to the courses to be taught for 2 persons.
- Courses are accessible from any mobile device and in any language.
- Training will be imparted to the Associate for how to conduct the Training.
- By accessing the courses, Associate can conduct the classes for his / her students.
- Certification will be provided by Sqilah Advanced Learning for every qualified student.

Associate will have to pay:

- USD 10,000/- for signing fee. Country Associateship is for a period of 3 year and renewable thereafter for USD3000/- for 3 years.
- 30% of the students fee will be paid to Sqilah as Royalty against which course access is given to the student for the duration of the course.
- Minimum 25 students per annum to be enrolled.
- Student can be provided individual access to the course at 50% of payment of e-learning course and certificate for individual course can also be provided.

Offer to become Affiliate of Sqilah Associate

Professionals from the industry, who can influence the decision to buy the E-learning courses and wish to earn revenue for themselves, can become Affiliate of Sqilah Associate in the respective country and get started within a week. The terms & conditions for this 'Association' is as follows:

- Affiliate will get Certificate of Affiliation from Sqilah & the Associate
- Affiliate will get demo access to the courses.
- Courses are accessible from any mobile device and in any language.
- Training of 2 hours will be imparted to the Affiliate
- By accessing the courses, Affiliate can conduct the classes for his / her students in the hybrid mode
- Certification will be provided by Sqilah Advanced Learning for every student
- Fee to become Affiliate is USD 1,000/- for the term of the Associate.
- 20% of the students fee will be paid to paid to Affiliate as commission.
- Minimum 25 students per annum to be enrolled