

EDUCATION CITY

CRITICAL ANALYSIS QUESTIONNAIRE 150 Questions for your project report!

SEZ Project proposal is good for documental purpose, BUT ...

You need something solid for second meeting on the project!

Right now everything is in your mind. Baby is in the womb, it will take months for real shape to turn up, like pottery, real shape, real shine will come later.

What do you need? You need a governing document to bring clarity, agreements, state pre-requisites, expectations that can help build a network of like minded people and speed the progress of this project.

Therefore you need a project report based on multiple perspectives say for builders, Small Investor, Big Investor, Institutions, Angel Investors, Government, Entrepreneurs Various inseparable people who need different clarifications and questions about the projects. This Questionnaire attempts to address all these issues.

Role that KET itself can play is very open as of now. What services can K. Edutech offer to the clients? Only consulting? Academic Collaborative project? Give them only Land for use? Institution Operations and Management services? Construction and infrastructure development? Financial support? Basically, Anything to everything!

Suggestions: Based on this questionnaire we must create a paper on the project

Random Thought: Why do you call this project an education city? How is it different from 5 nearby institutions and schools put together? Answer social reform, networked educational system. But this needs to be discussed with advantages and its need for people who are new to such concepts

Point: Details of City Planning are essential to be included as this project as a CITY

Questions: What is the framework of city? What are the general plan elements included? What is the community plan? What are the various ordinances? City MAP and Access System, Environment, Any Historic significance, City Planning Initiatives, Statistical Information of the project, Urban Design Highlights, Policy Research points taken from Social Reform, Community Planning

Suggestion: We should portray this as a Project Progress Report instead of proposal We should not exhibit this as just a concept, idea, thought but project in progress.

I suggest, this is how project should be offered:

1. **Executive Summary** (Why, Why, When, Where and How of us)
2. **Resources** Details + Requirement Specifications
3. **Research** (Social Reform, Market Size, Growth, Competitive Analysis & Pricing)
4. **Project Scope:** Particularly related to marketing, development initiatives, operations, finance, operation strategy and other such related items
5. **Costs** – Issues and related over heads

6. **Milestones** – Project Plan1, Plan 2, Plan 3, Alternative Plan, Final Plan

7. **Time framed Next Steps** – Where do we stand, items up next on agenda

IMPORTANT: For everyone clarity, We also need to clearly point-wise state:

1. What are the Strengths of this project?
2. What are the Weakness?
3. What are the Opportunities?
4. What are the Threats?

What is the objective? My suggestion or answer: To synthesize entrepreneurship with education, technology and urban planning with social reform to create india's first education city

What is the vision? My suggestion or answer: To become a global leader, a model for city planning everywhere and to grant our stake holders maximum return on their investments.

What is our guiding philosophy? I suggest re-inforcing traditional Business motto of India which is "Shubh Labh". Lets say, we pursue meaningful ideas with income. We are not ruled by profit maximization but to pursue our aims profitably. Shubh means benefit and betterment of everyone which must be combined with Labh meaning profit.

Take up issue by issue

First, the key point for the success:

BRANDING

Take this: Apostles of Education proudly brings to you,

The new age education city in Madhya Pradesh, Come be a part of us!

A Multimedia Presentation based on Keywords:

Education + Planned City + Technology Parks + Social Reform + Housing + Commercial Property

Can we portray this as a democratic urbanization and entrepreneurial growth?

A City made by the people, for the people and by the people, Just a thought!

To make it a lucrative business case, a speedy open-ended one: Lets keep it open to anyone who can invest 50 Lakh to 50 crores can be part of this project.

8. What image are we selling? What brand are we creating?
9. Example, Coke sells youth, sense of young community and not a sweet flavored drink? Similarly what is KETs approach to branding, selling, advt and promotion?
10. What are the various methods for approaching this project?
11. What results can be expected from this project?
12. All kinds of results, be it social, education, business?

13. What results can be expected on employment, entrepreneurship? City Planning?
14. Social and Financial growth of a state?
15. What is the backup or alternative plan for branding?

PROJECT RELATED QUESTIONS

16. First ANALYSE THE PURCHASED LAND and get city's urbanization statistics are: What is the status of water, power, energy availability, cleanliness, telephone, television, transportations, healthcare facilities, operations, industry units, social infrastructure, tourism, governance, education
17. We should get photographs of these displayed in project report
18. What is the statement of problem? What are we trying to solve?
19. Give three points, How did this project come about?
20. Why should other institutes/investors be attracted to this project?
21. What are the technical specifications of the project?
22. What is the total area we are looking at?
23. What are various parties involved and
24. What type of institute and studies are we looking at?
25. What is the technical background of this project?
26. What are the highlights of the management team?
27. What are the competitive advantages wrt opening an isolated institute?
28. What investment is required?
29. What percentage are you willing to offer, incase it is mixed investment project

- 30.If I am making my second institution, How does your proposal aligns with my evaluation criteria?
- 31.If I am making my second institution, What is common between your educational goals and mine?
- 32.If I am making my second institution, How does your proposal aligns with my new institutes expectation criteria
- 33.If I am making my second institution, How will I benefit from your proposal?
- 34.What kind of return on investment can I expect?
- 35.How will the project help the investing institutions achieve their strategic goal?
- 36.How do your plan align with theirs?
- 37.What is common between academic goals of all the institutions?
- 38.How does this venture addresses the challenges that current institutions face?
- 39.In this collective and networked set of institutes - What things are simplified, How is complexity and work reduces
- 40.If I am capable of setting up my institute independently into your city, What improvements will you make What Value additions can you offer me?
- 41.What are your core business values?
- 42.How does educational work done by other institutes matches the needs of entire project? What is common and what is new in
- 43.Why is the selected city chosen? Location benefits, advantages of being in MP or disadvantages or challenges that you foresee?

PROJECT SUMMARY

44. Give 3 line answers to following:

- a. What is the concept?
- b. What is the mission?
- c. What is the mission?
- d. What is the 4 point strategy?
- e. What are the goals?
- f. What activities will KET undertake, such as curriculum development, city planning, infrastructure development, operations management, accreditation development, publicity of project,
- g. Who all are supporting KET? Industrial corporation, academic institutions, universities, professional associations, government support, political backup, entrepreneurial backup, management experience?
- h. What is the driving force or need or purpose of this project
- i. What are the different types of memberships available?
Entrepreneurship, academic, professional?
- j. Who and how will manage institutes
- k. What are the funding sources?
- l. Details of educational programme
- m. Student exchange programme

45. What is the goal? What conclusions do we want to draw from the project proposal?

46. What idea do we want leave with people for this project?

- 47.IMPORTANT: What is unifying theme or single purpose in all of the actions for this project?
- 48.What is the best opening/selling line for this project?
- 49.What are the best 3 points or sentence of this project which need to be told and retold and retold
- 50.What will be the mind set of target audience likely to be?
- 51.What is the experience level of the target audience, say from none to expert?
- 52.What is the common motivation for all stake holders in the project?
- 53.Why should common people care of this project?
- 54.What problem are we attacking? In all concepts be it --- Social, Work, Economic, Technical, Educational?
- 55.What should be the ideal length of this project report, as a business case?
- 56.What is the ONE Idea that we want to give people throught the project?
- 57.Can we increase the list of past achievements and projects?
- 58.How are we reputable? Why?
- 59.What are our project Priorities?
- 60.In project implementation: Where are we? Where will we be in 5 years?
- 61.Can we provide any references or testimonials?
- 62.Has K. edutech (hereby called KET) won any awards that are relevant?
- 63.Does K. edutech (KET) have any associations, affiliations?
- 64.Doubt: Is this project so large that it is greater than what KET is can handle?
- 65.Why is this project important to KET? Why? Why Why?
- 66.What kind of return on investment?
- 67.On what areas and how much can KET can invest in individual projects
- 68.how much can KET invest to ensure the desired outcome?
- 69.What tasks have been completed so far?

70. What is the related past experience wrt social reform
71. Have we done anything to test this concept?
72. Have we done anything to qualitatively test feasibility?
73. Have we done tested feasibility quantitatively ?
74. What is the backup or alternative plan taking this project further, incase if education city idea does not generates revenue?
75. What result can we expect from this project?

SOCIAL BENEFIT ASPECT

IMPORTANT: President of India APJ Kalam, an education reformist has also spoken much on the subject of (1) population migration (2) stress on cities and (3) Education as a tool for social reformation. Sir, is it possible to get copies of his speeches for reference. I am referring to two of his interviews that I have heard on DD Channel Lok Sabha, which were broadcasted in last 3 months I think.

73. Quantitative result on employability, education and entrepreneurship?
74. What is the future work of this project?
75. What results do you anticipate from this social initiative

BUSINESS PLAN

76. What is the description of the project?
77. Who are the promoters? What is their profile? What are their strengths/
78. What are the technical details of the project?
79. Can we include financial information about promoters

80. What agreements and arrangements have been achieved so far?
81. Any management, production, marketing or financial deals done so far?
82. What maximum % can an investor have in the city? 100%?
83. What about the upcoming competition?
84. There is a possibility that investors find a simple and cheap substitute? How will KET compete with that?
85. What Government Restrictions can we eliminate?
86. What restrictions affecting setting up of institutes can be eliminated by KET?
87. What about the technical feasibility of this project?
88. IMPO: I would like to see project planning terms of Time Cost & Resources
89. Breakdown of project in terms of expenditure (category-wise)
90. What can be possible associations, affiliations, wrt universities?
91. What about infrastructure facilities of city?
92. What about communications? Telecom, internet? Power, Water in city?
93. Are there any government restrictions on such constructions? Sure?
94. Are there any statistics for Proposed project location wrt to educational market, city infrastructure and manpower?
95. What is the size of this project wrt to other educational plants?
96. Potential environmental issues related to project? Any constitutional or legislative, government approvals or other legal issues that need to be addressed?
97. What are the investment requirements for one standalone institution? Any project financing schemes available?
98. Is it possible to have total project cost as well as one institution cost, broken down into land? Like how much is being spend on construction , how much on

- civil works, plantation, lifestyle and facilities, what will be fixed assets of the city, what will be liabilities, pre-operative expenses and other capital demands?
99. What is the overall as well as institute wise financial structure of the venture. What are the expected sources, general terms of association and is there any credit or finance available for setting up multiple educational units?
100. Can we sell institutes as a financial product?
101. Is there any statement of finance, How soon can people expect returns, what is the general objective of profitability, and return of investment plan?
102. Important: If I were to ask you, what are the critical factors which could determine profitability in success this project (Overall not institution wise)?
103. How is this Project significant in context of specific government incentives and what alternative support systems available to project?
104. Outline of government regulations on conditions of such entry of capital/
105. Name 5 planned cities in India? Modern cities, Ancient City? Medieval City?
106. Name best 5 planned cities of the world?
107. How is city development route associated with social reform, step by step?

STATISTICS REQUIRED

108. List of major cities, upcoming cities, growth rate of Madhya Pradesh, growth rate of education, rise of entrepreneurship,
109. Statistics of employment and education opportunities generated by the urban centers or metro cities.

110. Globally, What % of people live in urban areas, what % of people live in cities, what is the satisfaction or life style quotient of people living in planned cities?
111. Any statistics on status of growing population and limited resources?
112. Are there any country wise statistics available of people living in urban areas or people migration into large cities?

PROJECT AS A SOCIAL REFORM

113. What other innovative approaches or alternatives have been adopted to deal with urban migration problem?
114. Are there any visionary policies adopted world wide?
115. What new academic and institutional challenges does this solve?
116. Which Indian cities are most populated according to world rankings
Bombay, Delhi and Calcutta come in the top 7 mega or overpopulated cities.
117. Which are the most populous cities of India and what is the reason for urban migration to these cities? Are we sure before we claim this to be because of education? Khadagpur, Pilani etc are some cities which have a pillar of education but which are the other cities?
118. What problems do arrive due to rural urban migration? Such as Social economic disparities inequities increase in crime, insecurity for women, exposure to frequent epidemic? Besides urban decay and social unrest?
119. What do u think of concept of creating and “educational market”?
120. How does this project

PROJECT SCOPE

121. What are the total requirements of the project
122. write the project break down structure by cost, time and resource
123. what are the major tasks
124. detailed project plan?
125. What are our most important planned outcomes?
126. what is the project development model?
127. If this education city is considered as a product, what are the deliverables?
128. If we see this as a service venture of KET is what are the various services that KET is offering?
129. If an entrepreneur come, How are you going to fulfil his financial, business and educational objectives
130. What benefits will they derive from doing business with you
131. What right qualifications do we have to fulfill their needs

I don't know much about this, but do u think it would be wise to include FINANCIAL SUPPORT DOCUMENTS OF PROJECT? Board of directors and associates can give their schedule of assets, personal financial statement, business tax return numbers, articles of incorporation, agreements, profit and loss statements, affiliations, associate statements, technical references, assets,

IMPORTANT: We need to make Project Diagrams for explanation for relationship between various academic institutes

132. Why is Education city best position than any other place to deliver the described benefits?
133. What is most important for an institutes success? How are we addressing that concern?
134. What are the features of education city?

DETAILS OF CITY PLANNING

135. Overview of how is land used, distributed and zoned in planning
136. Comprehensive Planning of city
137. Economic Development, of neighboring or satellite towns,
138. Any historical resources to create urban design?
139. Accessibility of Project site and services available such as public health, library, Transportation system
140. What are the key city planning activities and accomplishments?
141. What can we do to make smart and exponential growth of the project?
142. What measures have been taken in account for city safety?
143. What are your thoughts about City Aesthetics?
144. What are the design guidelines?

145-150 Skipped for later