



# Tapping the untapped market

By,  
Swesha Nair P

# Introduction

In traditional times, women were asked to drop out of their education and were forced to marry or were asked to quit their careers after marriage. This system did not allow them to pursue their dreams.

As the economy thrives and traditions take a back seat, women have found ways to capitalize on their creativity, passion, and career goals.

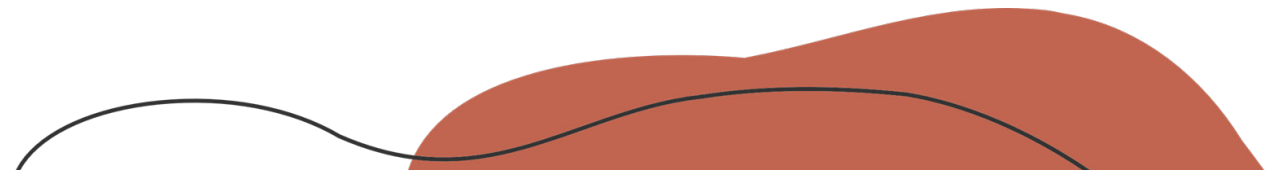






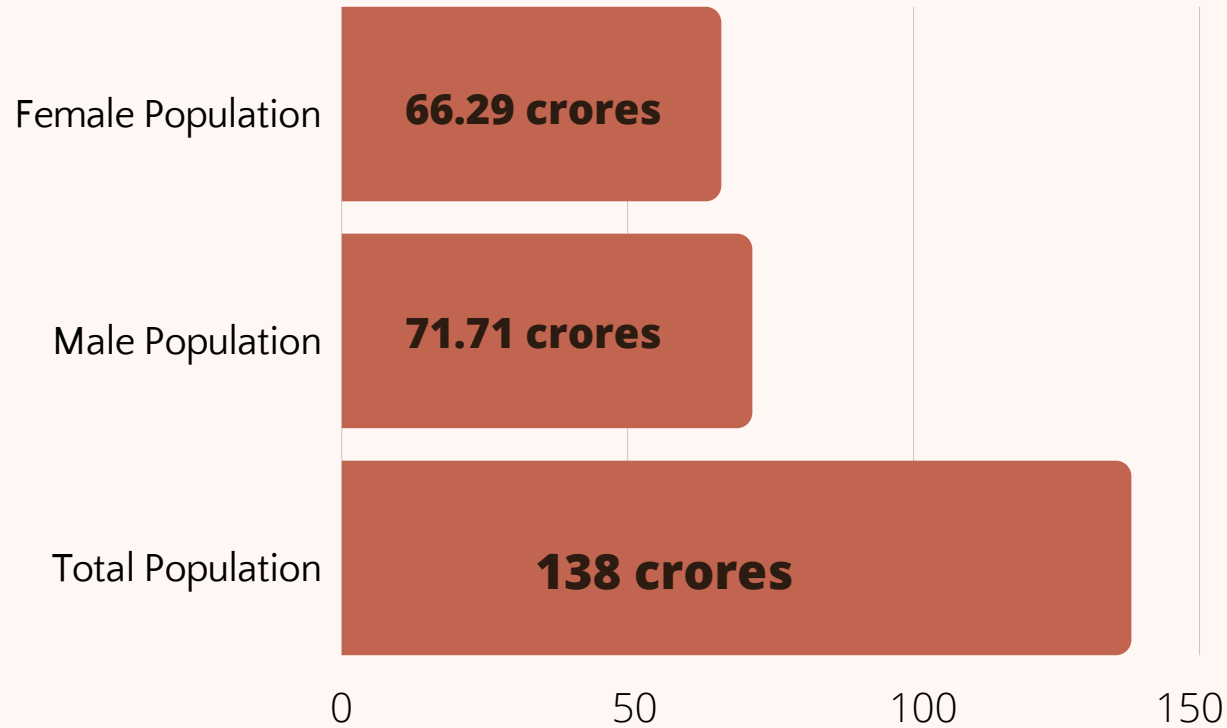
## Overview

- Women Centric Courses
- Duration
- Budget



# Women Statistics

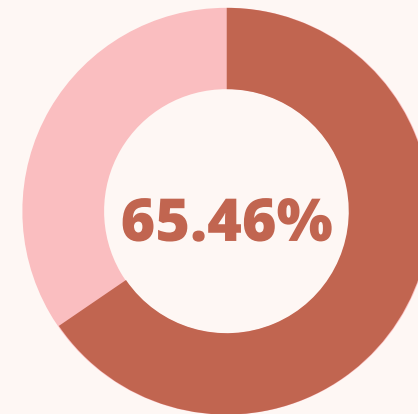
From the Office of the Registrar General & Census Commissioner, India



Literacy Rate of Women in India

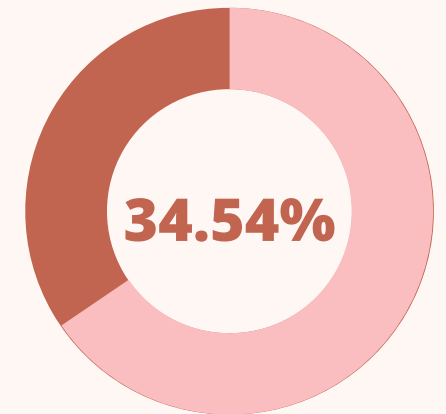
## Literate

The percentage of women who are educated



## Illiterate

The percentage gap of literate women in India





## OBJECTIVE

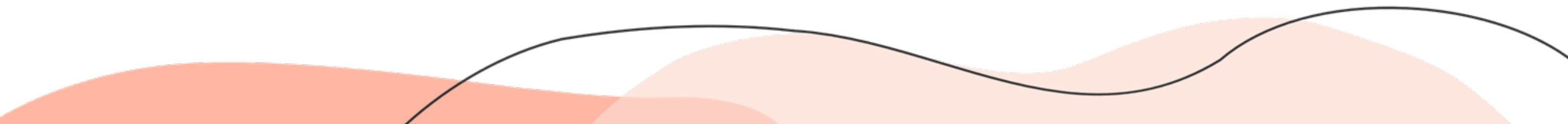
- Attract women of all ages by offering well-diversified courses according to their interests offering world-class industrial faculties.
- Ensure that women have the social and technical skills necessary to live and work in the modern world and are flexible in their career guidance.
- Comprehensive development by encouraging participation in the curriculum and extracurricular activities beyond the curriculum.
- Development of courses oriented to competencies and values for the integral development of the individual.
- Make the university a benchmark in innovation and applied to learn.

# MISSION

The mission is to create a dynamic environment that will make women more accessible to jobs or help a mom get back to work after years and is to be periodically revised to meet the challenges and opportunities of changing times.

# VISION

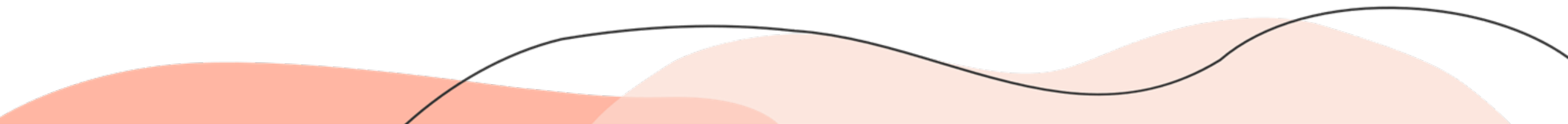
Our vision is to become a center of excellence for women by offering various professional courses to help them achieve their dreams and make them financially independent by bringing education into their own living space.



# Survey Done

To understand the preference of women in choosing their courses and to know what is that they expect from opting for it, a survey was conducted. This survey only represents 0.0000121% of the female population, i.e., 80 women of different ages preferred a few courses over many. And as a result of that, I've concluded that these courses should be provided to a wider audience.

The factors in consideration were:

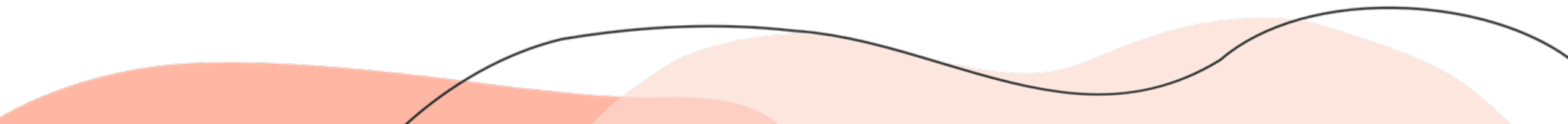
- Name and Age
  - What do you notice first, while selecting colleges? \*
  - What courses will you be interested to do other than regular Programs (such as BCom, B.E) \*
  - If you come across any such courses offered in a hybrid model (70% Digital & 30% Practical) that you can pursue with other courses, will you be willing to take it up?
  - What do you think of these discipline of courses? \*
- 



# Survey Done

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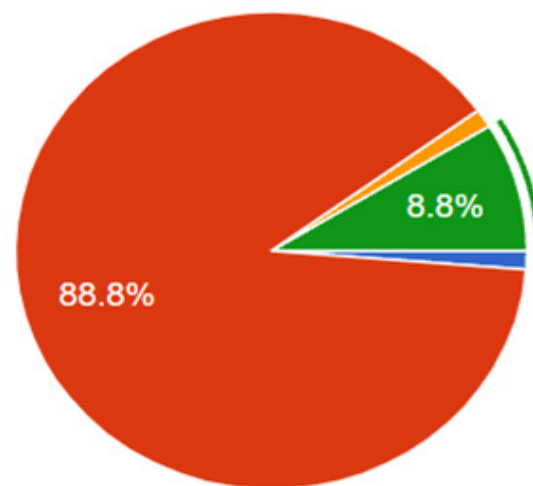
- Name and Age
  - What do women notice first while selecting colleges? \*
  - What courses will they be interested to do other than regular programs (such as B.Com, B.E) \*
  - Will women be willing to take up hybrid modelled courses (70% Digital & 30% Practical) which they can pursue with other programs simultaneously?
  - What do you they of these discipline of courses? \*
- 



# Analysis

Age

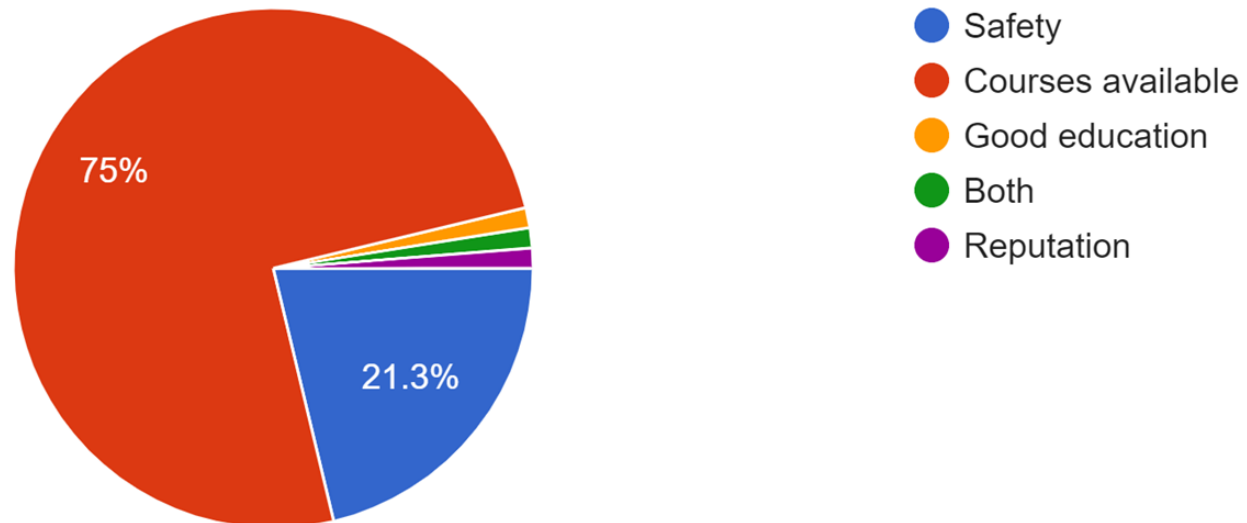
80 responses



# Analysis contd.

What do you notice first, while selecting colleges ?

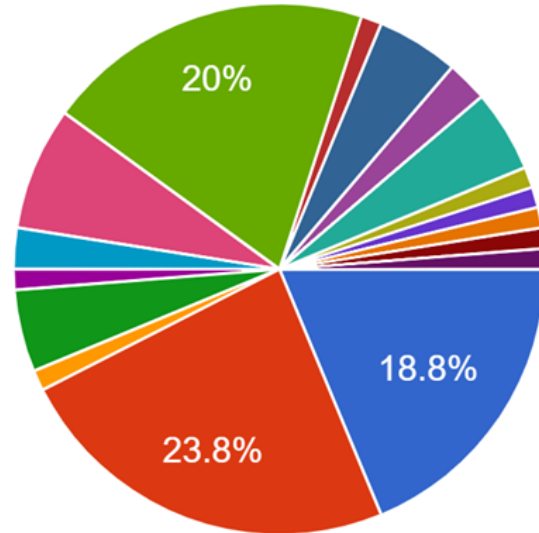
80 responses



# Analysis contd.

What courses will you be interested to do other than regular Programmes (such as B.com, B.e)

80 responses



- Fashion designing
- Baking/Cooking
- Modelling
- Anchoring
- Copy writers
- Videography
- Cosmotologist -(Beautician)
- Interior Designor

# Courses offered

- Interior designing
- Fashion Designing
- Baking/Cooking
- Cosmetologist
- Modeling
- Anchoring
- Jewelry making







# WHY DIFFERENT COURSES ?

- It will not be enough to offer a professional course for a group of people since no two women are alike and neither is their choice. And with so many options in today's world, it is crucial to focus on offering the best courses.
- These courses have proven to be very important in today's changing environment as people are always considering popular courses like B.Com, B.E., CA, and Medical line. But there are not enough universities that focus on this type of career, which creates a gap for the people willing to pursue this type of career. According to the current census, there are 662.90 million women in India, which provides a good basis for entering the untapped market by providing these courses.
- Taking this course and extending it to a bigger platform will open up opportunities for many and make the university unique amongst others.
- There are 1751 (approx.) women's colleges in India where very few provide this particular type of course. But, those who provide also advertise it as a degree that takes 3-years to complete. So providing hands-on experience will be a completely different environment for women that gets them onto the field faster.

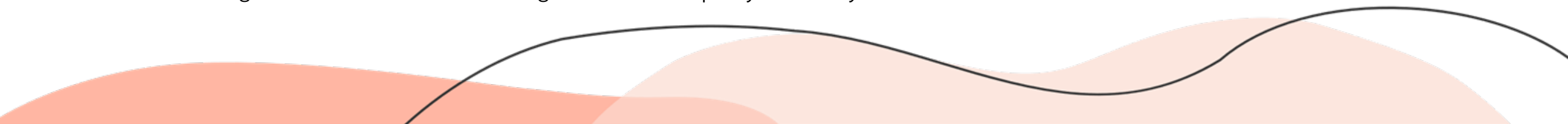
# Class format

To a great extent, this will be a self-directed class wherein student responsibilities are different than in the typical classroom environment that is it would be 70% virtual and 30% practical which makes it easy for every woman to enroll in the programs. Various methods will be followed to make the courses provided to be more effective and efficient.

Such as:

- Lecture
- Seminar
- Tutorial
- Project supervision
- Demonstration
- Practical classes and workshops
- Supervised time in studio/workshop
- Fieldwork
- External visits

These courses do not require a great background in education as the essential elements are creativity and a desire to learn more. Each course would be designed with the focus of enhancing the student's capacity and ability.





# The Course Formats

Now, let us look at some of the course formats proposed for introduction.





# INTERIOR DESIGNING

**Duration:** 1 month – 1 year

**Career opportunities:**

- Residential design
- Corporate design
- Preservation & rehabilitation





# INTERIOR DESIGNING

## Different courses:

- BSc in Interior Designing
- BDes in Interior Designing
- Interior Architecture Design
- **Professional Certificate in Styling for Interior**
- **Certificate in Print Design for Apparel and Home**
- **Certificate in Styling for Home**
- **Certificate in Textiles for Interiors and Fashion**
- **Diploma in Interior Designing**
- Advance Diploma in Interior Designing
- International Dual Degree Programme in Interior Designing
- PG Program in Interior Design and Styling
- M.Voc. in Interior Designing and Business Management

## Competitors:

- Pearl Academy
- Amity University, Noida
- Bangalore School of Design, Bangalore
- D.G Vaishnav, Chennai
- Madras Institute of Fashion Technology, Chennai

# INTERIOR DESIGNING

## Budget:

The Approx. sample budget for the Interior Designing course is shown below

But if any students take up additional programs, it costs extra such as:

- Sculpture Design – Rs. 20,000 (Additional 30 hours)
- Hotel/Restaurant Design – Rs. 30,000 (Additional 30 hours)

Course Details:	
Program - 1   Duration – 1 Year	
Tuition Fees	Rs. 70,000
Lab Fees	Rs. 3,000
Books and Other Fees	Rs. 10,000
<b>Total</b>	<b>Rs. 83,000</b>

Expenses	
Design studio setup and accessories	Rs. 2,00,000 – 3,00,000
Chief guest invite and course launch	Rs. 50,000
Educator Salary	Rs. 80,000 – Rs. 1,25,000
Course books preparation and printing	Rs. 30,000
Advertising Costs	Rs. 30,000

# FASHION DESIGNING

**Duration:** 1 month – 1 year / 3 years

**Career opportunities:**

- Fashion / Apparel Designer
- Fashion Merchandiser
- Textile Technologist
- Fashion Technologist



# FASHION DESIGNING

## Different courses:

- **Certificate in Fashion Styling**
- **Diploma in Fashion Design**
- **Diploma in Fashion and Apparel Design**
- **BDes Fashion Design**
- BA (Hons) Fashion Design
- BSc Fashion Design
- BSc Fashion Design & Technology
- MDes Fashion Design
- MA Fashion Design
- MBA Fashion Management
- MSc Fashion Designing
- MSc Fashion Design & Technology

## Competitors:

- NIFT
  - Pearl Academy
  - Symbiosis Institute of design
  - Amity school of fashion design
  - Tamil Nadu open university
  - Fida the design school
- 



# FASHION DESIGNING

## Budget:

The Approx. sample budget for the Fashion Designing course is shown below

Course Details	
Program - 1   Duration - 6 Months	
Tuition Fees	Rs. 50,000
Accessories Fees	Rs. 7,000
Lab Fees	Rs. 3,000
Books and Other Fees	Rs. 5000
<b>Total</b>	<b>Rs. 65,000</b>

Course Details	
Program - 2   Duration - 1 Year	
Tuition Fees	Rs. 80,000
Accessories Fees	Rs. 10,000
Lab Fees	Rs. 5,000
Books and Other Fees	Rs. 5000
<b>Total</b>	<b>Rs. 100,000</b>

Course Details	
Program - 3   Duration - 3 Year	
Tuition Fees	Rs. 150,000
Deposit fee	Rs. 50,000
Accessories Fees	Rs. 10,000
Lab Fees	Rs. 10,000
Books and Other Fees	Rs. 10,000
<b>Total</b>	<b>Rs. 230,000</b>

# FASHION DESIGNING

<b>Expenses:</b>	
Workshop setup and accessories	Rs. 125,000
Chief guest invite and course launch	Rs. 50,000
Educator Salary	Rs. 75,000 – Rs. 1,00,000
Course books preparation and printing	Rs. 30,000
Advertising Costs	Rs. 20,000

# BAKING/COOKING

**Duration:** 1month – 1year (Diploma, Certificate courses) / 3 years (UG Program)

**Career opportunities:**

- Baker – head baker, artisan baker, bread baker
- Chef
- Food stylist
- Catering officer
- Food blogger
- Restaurant manager



# BAKING/COOKING

## Different courses:

- BVoc in Bakery and Cookery
- BSc in Culinary Arts with specialization in Bakery & Pastry Art Management
- Diploma in Bakery and Confectionery
- Craftsmanship Course in food production
- Certificate in Bakery and Confectionery
- Diploma in Bakery and Patisserie Skills
- Certificate in Intensive Culinary Arts
- Post Graduate Diploma in Bakery Science and Technology
- **BSc in Hospitality and Hotel Administration**
- Diploma in Food and Beverage Service
- **BA(Honors) Culinary Arts**
- **BA (Honors) Hotel Management**

## Competitors:

- Culinary Academy of India
- International Institute of Culinary Arts
- IHM, Chennai
- Madras Institute of hotel management
- Chennai's amrita



# BAKING/COOKING

## Budget:

The Approx. sample budget for the Baking/Cooking course is shown below

But if any students take up additional programs such as

## Add-Ons:

Culinary Management – Rs. 35,000 (Additional 30 hours)

Professional/Sous Chef – Rs. 60,000 (Additional 60 hours)

It would cost Rs. 95,000 (depending on hours taught)

<b>Course Details:</b>	
Program Duration – 120 hours	
Tuition Fees	Rs. 60,000
Materials Fees	Rs.20,000
Books and Other Fees	Rs. 3700
<b>Total</b>	<b>Rs. 83,700</b>

<b>Expenses</b>	
Program Duration – 120 hours	
Kitchen setup and accessories	Rs. 2,00,000
Chief guest invite and course launch	Rs. 50,000
Educator Salary	Rs. 50,000 (approx.)
Course books preparation and printing	Rs. 30,000
Advertising Costs	Rs. 25,000

# COSMETOLOGIST

**Duration:** 1month – 1year (Diploma, Certificate courses)

## Career opportunities:

- Hair Stylist
- Beauty Magazine Writer
- Beauty Care Distributor
- Makeup Artist
- Manufacturer Sales Representative
- Fashion Show Stylist
- Nail Care Artist
- Cosmetology Instructor



# COSMETOLOGIST

## Different courses:

- **Basic Diploma In Beauty Culture And Therapy**
- Diploma in Skin Therapy
- **Diploma in Hair Designing**
- Advanced Diploma in Cosmetology
- Diploma in Beauty Culture
- Diploma in Beauty & Spa Management
- **Diploma in Professional Make-Up**
- Certificate Course in Professional Make-Up
- Certificate course in Basic Beauty
- Certificate Course in Basic Hair Designing
- Certificate Course in Artistry Makeup
- Bachelor of Science in Beauty Cosmetology
- Bachelor of Cosmetic Technology

## Competitors:

- University of Madras
- JD Institute of Fashion Technology
- Pearl Academy
- London School of Trends

# COSMETOLOGIST

## Budget:

The Approx. sample budget for the Cosmetology course is shown below

Course Details:	
Program - 1   Duration - 1 year	
Tuition Fees	Rs. 220,000
Lab Fees	Rs. 24,000
Books and Other Fees	Rs. 30,000
<b>Total</b>	<b>Rs. 274,000</b>

Expenses	
Program Duration - 120 hours	
setup and accessories	Rs. 2,00,000
Chief guest invite and course launch	Rs. 50,000
Educator Salary	Rs. 50,000 (Approx.)
Course books preparation and printing	Rs. 30,000
Advertising Costs	Rs. 25,000
<b>Total Expenses</b>	<b>Rs. 355,000 (approx.)</b>



# ANCHORING

**Duration:** 1month – 1year (Diploma, Certificate courses) / 3 years (UG Program)

## Career opportunities:

- Award ceremonies
- Dance and Music events
- Comedy shows
- Reality/Cooking shows
- Sports/News reporting
- Chat shows, debates, and other entertainment programs
- TV Host, Television Presenters, TV Journalist, etc.

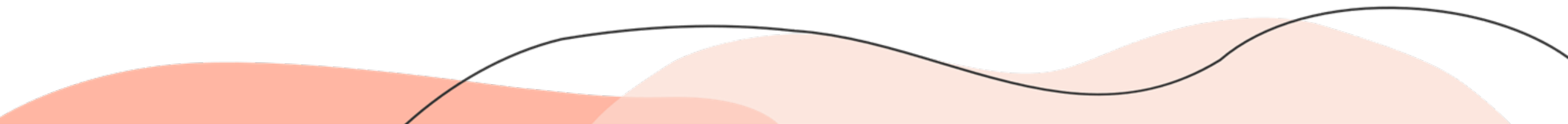


# ANCHORING

## Different courses:

- **Diploma in Television Anchoring**
- **Diploma in RJ & News Anchoring**
- **Diploma in News Reading, Anchoring & Reporting**
- Bachelor's degree in mass communication or journalism
- Short-term Training Course Radio Jockeying & TV Anchoring and News Reading

## Competitors:

- National Institute of Mass Communication, New Delhi
  - Center for Research in Art of Film and Television, Delhi
  - SIMC Pune
  - MCC, Chennai
  - Loyola, Chennai
  - Asian College of Journalism, Chennai
- 

# ANCHORING

## Budget:

The Approx. sample budget for the Anchoing course is shown below

Course Details	
Program - 1   Duration - 1 year	
Tuition Fees	Rs. 60,000
Lab Fees	Rs. 3,000
<b>Total</b>	<b>Rs. 63,000</b>

Expenses	
Setup and accessories	Rs. 50,000
Chief guest invite and course launch	Rs. 30,000
Educators Salary	Rs. 40,000
Advertising Costs	Rs. 25,000
<b>Total Expenses</b>	<b>Rs. 145,000</b>

# MODELLING

**Duration:** 1month – 1year (Diploma, Certificate courses)

**Career opportunities:**

- Acting in film and television
- Runway, Showroom and catalog modeling
- Fit modeling
- Television & videos modeling
- Promotional modeling





# MODELLING

## Different courses

- **Diploma in Acting & Modeling**
- **Diploma in Modelling and Grooming**
- **Diploma in Fashion Styling**
- Advanced Diploma in Acting & Modeling
- Certificate Course in Fashion Modelling

## Competitors

- Film and Television Institute of India, Pune
- National School of Drama (NSD), Delhi
- Zee Institute of Media Arts, Mumbai
- National Institute of Film and Fine Arts, Kolkata
- Asian Academy of Film and Television, Noida
- Loyola college

# MODELLING

## Budget:

The Approx. sample budget for the Modeling course is shown below

<b>Course Details:</b>	
Program - 1   Duration - 1 Year	
Tuition Fees	Rs. 100,000
Stage shows	Rs. 50,000
Books and Other Fees	Rs. 50,000
<b>Total</b>	<b>Rs. 200,000</b>

<b>Expenses</b>	
Setup and accessories	Rs. 1,50,000
Chief guest invites and course launch	Rs. 50,000
Educator Salary	Rs. 50000- Rs. 100,000
Course books preparation and printing	Rs. 30,000
Advertising Costs	Rs. 25,000
<b>Total Expenses</b>	<b>Rs. 355,000 (approx.)</b>

# JEWELLERY MAKING

**Duration:** 1 month – 1 year (Diploma, Certificate courses) / 3 year – Graduation Program

## Career opportunities:

- Materials analyst
- Gemologist
- Fashion Jewelry Designer
- Jewelry Setter and Engraver
- Independent Jewelry Designer
- Auction House Manager



# JEWELLERY MAKING

## Different courses

- Diploma in Diamond Grading & Gemology
- Computer-Aided Designing for Gems & Jewellery
- Advance Jewellery Designing
- Colored Gemstone Identification
- Diamond Identification & Grading
- Costume Jewellery making
- Crash course in gems and Jewellery making
- **Diploma in fine Jewellery Design (Manual)**
- **Diploma in Jewellery Design (CAD)**
- (B.Voc) in Jewellery Design

## Competitors

- JD Institute of fashion technology (Pune, Nagpur, Mumbai)
- Garware Institute of career and education, Mumbai
- National College of Design, Chennai
- SINGEM, Chennai
- WLC College India, Chennai
- National institute of Jewellery



# JEWELLERY MAKING

## Budget:

The Approx. sample budget for the Jewellery making course is shown below

<b>Course Details:</b>	
Program - 1   Duration - 1 year	
Tuition Fees	Rs. 70,000
Lab Fees	Rs. 3,000
Books and Other Fees	Rs. 10,000
<b>Total</b>	<b>Rs. 83,000</b>

<b>Expenses</b>	
Program Duration - 120 hours	
Accessories	Rs. 70,000
Chief guest invite and course launch	Rs. 50,000
Educators Salary	Rs.30000 - Rs. 70000
Course books preparation and printing	Rs. 30,000
Advertising Costs	Rs. 25,000
<b>Total Expenses</b>	<b>Rs. 225,000 (approx.)</b>



# COMMON COMPETITORS



**Udemy**



**Shaw Academy**



**Alison**



**Coursera**



**Oxford's Home Study Centre**

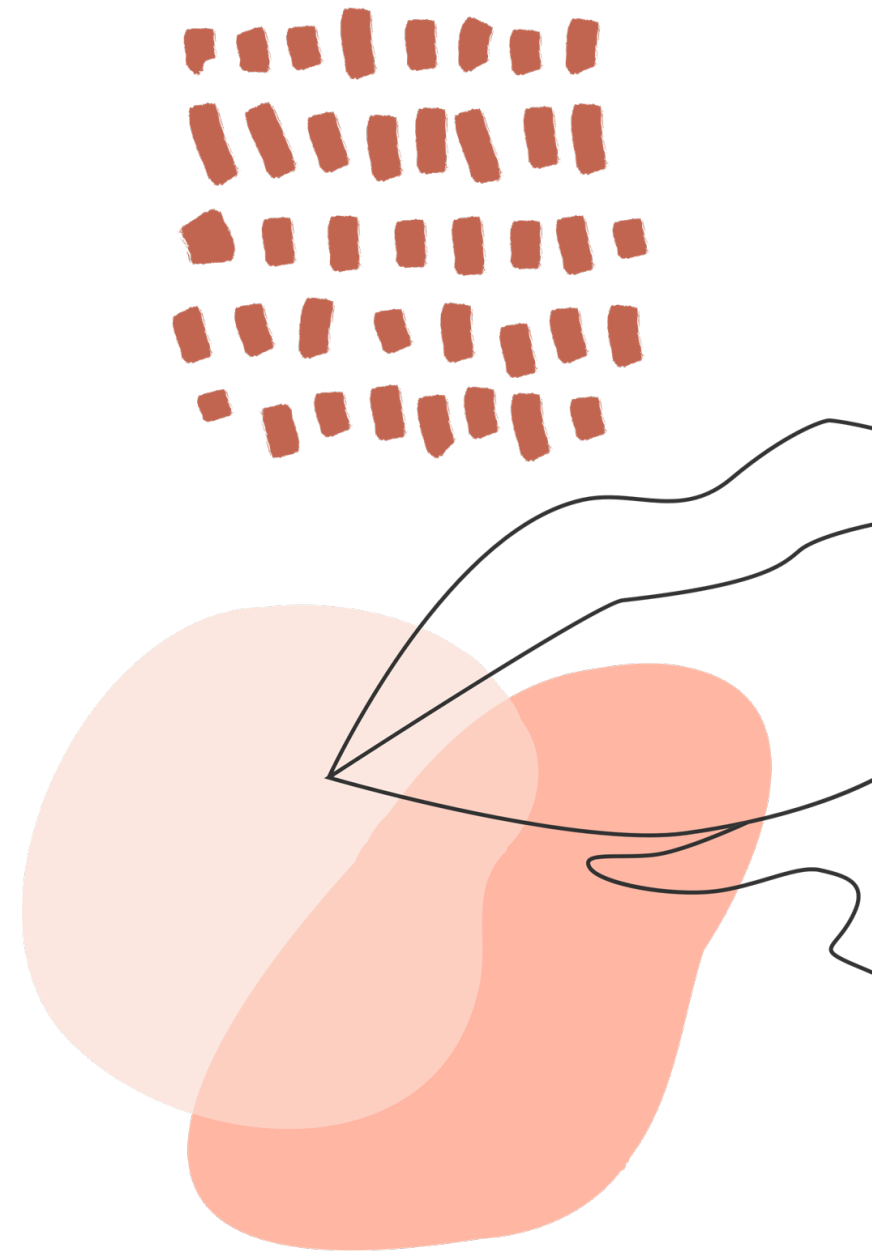


**Skillshare**



# Ways to approach Market

- Define the Personas & USP of the courses
- Optimize the university's social media profiles
- Share resources from online courses
- Offer demo classes
- Add testimonials
- Promoting on social media
- Google advertising
- Partner Up



# Our Ideas

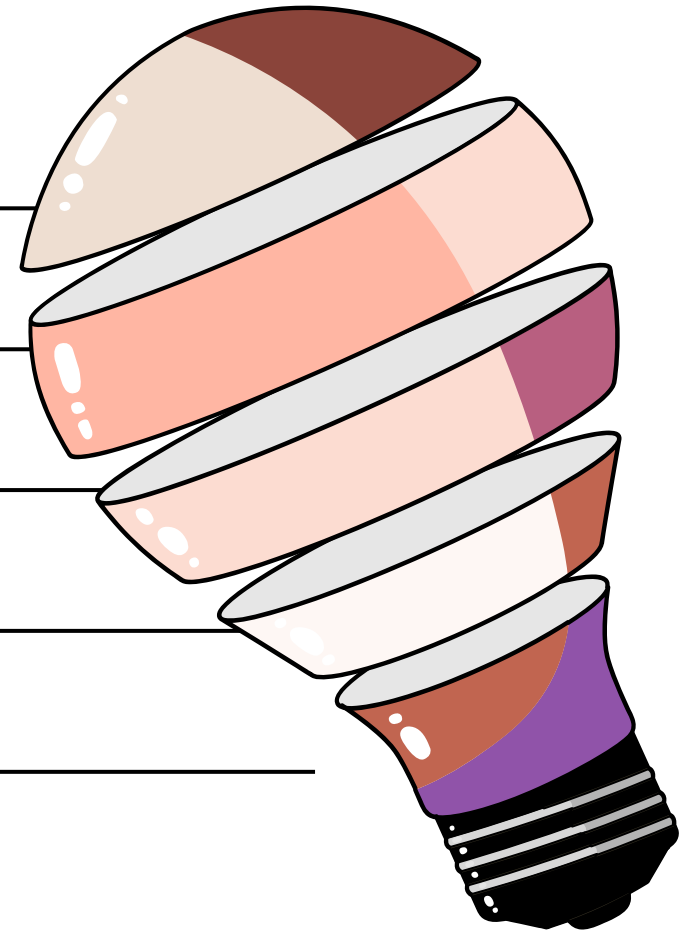
Best mentors

Live & Interactive

Convenient & Safe

Personalised learning

Student Progress  
monitoring





# DIFFERENTIATORS

- ❖ Hybrid Tutoring options
- ❖ Accountability, guidance and direction based on students progress analytics
- ❖ Affordable Fees
- ❖ 1 on 1 Private Tutoring options
- ❖ Supplementary Packages





This is not about making women stronger, this is about changing the way the world views women who often live in patriarchy

**- Juliana Silva -**



# References

Resources used for research:

**Primary Sources:** A questionnaire was made and responses were collected from women of different age groups, and also information was collected from students who are already engaged in the aforementioned specializations.

<https://forms.gle/F8ZHRM3u7x9KKbKS6>

**Secondary Sources:** Data from various websites such as Shiksha, India Today, Coursera, Udemy, Career360.