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**BE OUR FRANCHISE PARTNER  
&  
GET AFFILIATED FROM MILAN**

ISTITUTO *Moda* <sup>di</sup> BURGO



IDA, International Design Academy is an Established Venture in INDIA. From IDA we mean excellence, affordability and perfection through expertise of 10 years regarding Interior Designing, Fashion Designing, Graphic Design, Vastu-Shashtra, Photography, Architectural Assistance, 3d Visualization, Makeup Artistry and many more.

IDA offers the education beyond expectation, it provide national and international prospective of career in fashion and design industries.

To emerge as a center of excellence and innovation, proactively catalyzing growth of fashion business through leadership in professional education with concern for social and human values.

A core team of industry professionals and educationists ensures excellence in education and industry training. The design institute offers a multitude of design related courses, all of which have been formulated to built industry requirements.

The international design academy believes in training the students by applying the methodology of learning by doing. Utmost importance is given to the practical approach to education, as we believe that professional courses can only convert a student into a thorough professional if they can understand the methodology from the idea to the end product, as well as various processes involved.

We also believe in ensuring industry readiness and providing the right kind of placement opportunities to our students to facilitate their professional and creative development.

## OUR MISSION

The vision of the institute embraces challenges and provides the impetus in setting highest academic standards. IDA continues to strive to be nothing but the best.

We pursue excellence in education, research and practice in the areas of design so as to support development of systemically-complex, technologically-intensive and socially-impactful solutions that are functional, aesthetic, usable and sustainable.

# IDA



# IDA DIRECTOR'S WORD

The IDA is built to create truly design adept professionals, within an encouraging, supportive and nurturing environment

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Great education in design and art made possible through the fusion of environment and the ethos and contributions of a dedicated, innovative, energetic, empathetic and experienced academic community; working hand in hand with responsive students keen on questions, exploration & discovery.



**MRS. BATUL ALI**  
Director | Founder

## ACCREDITATION

The degrees awarded by the institute are recognized by the academia worldwide. The institute confers degrees to the graduates in the convocation ceremony marking the occasion when the students leave the realms of the institute to take up key leadership positions in the industry.

International collaborations allow students to experience 'study abroad' options through exchange programme. This initiative provides an excellent opportunity to IDA students, selected for the exchange programme, to interact with students from various geographies, encouraging them to broaden their vision and understand different cultures.

The opportunity can be undertaken by the students across IDAs campuses and all course disciplines. To provide an academic gradient, the institute's international linkages allow the students to participate in international competitions / seminars / research / exhibitions and other events.

# INDUSTRY INSIGHTS

- ▶ The global design industry is valued at over USD 1 trillion, with steady growth driven by rising consumer spending on lifestyle and aesthetics.
- ▶ The Indian design industry is estimated to contribute over USD 250 billion to the economy by 2030, growing at a CAGR of 8–10%.
- ▶ According to NASSCOM, the sector will generate over 6 million jobs by 2028, driven by digital transformation and technology adoption.
- ▶ Over 50,000 new design jobs are generated YoY across sectors like fashion, interior design, graphic design, and architecture.
- ▶ Tier 2 and Tier 3 cities are emerging as new growth centers for the design industry, where demand for creative professionals is expanding rapidly



## Partner with us in the fastest growing Design Education Industry and Share our success Story.

Sensing the potential in the Design and fashion business many multinational companies have now entered the Indian market. About 50,000 jobs are generated in this field collectively every year. Hence, anyone pursuing a career in this field can reap rewards both monetary and creative. Today the design industry market is growing rapidly both nationally and internationally. With the export boom coming up in a magnificent manner. The India fashion industry has experienced a great boost. Indian girls winning International beauty pageants year after year. have compelled the world to look up to India for fashion related trends.

The scenario is encouraging and Indian designers/fashion professionals are making a mark in the International Fashion scene. Both men and women are increasingly becoming conscious about their looks and their way of dressing and this no more restricted to the metro-politan cities alone.

### Revenue Projections Estimated Revenue Collection Per Year.

	No of Students	Course Fee INR	Revenue Per Year
FASHION DESIGN			
Diploma	15	80,000	12,00,000
Bachelors	15	1,00,000	15,00,000
INTERIOR DESIGN			
Diploma	15	80,000	12,00,000
Bachelors	15	1,00,000	15,00,000
PHOTOGRAPHY			
Diploma	15	80,000	12,00,000
MAKEUP			
Diploma	15	80,000	12,00,000
FINE ARTS			
Diploma	15	80,000	12,00,000
GRAPHIC DESIGN	15	80,000	12,00,000



## Project Details

Total estimated Project Cost	18,00,000 INR
Premium Design Courses Offered	Fashion, Interior, Photography, Makeup, Graphic Design
Min. Time required to set up this project.	1 Month
Risk	Very Low (Negligible)
Scope	Unlimited

**Total Monthly Running Expenses Breakup chart**  
If you are offering all the 6 IDA courses from day one

Component	Amount INR
Rent	80,000
Electricity Bill	8,000
Staff Salary	1,17,000
Marketing Expenses	75,000
Telephone & Administration	5,000
Miscellaneous Expenses	10,000
<b>Total Expenses Per Month</b>	<b>2,95,000</b>

## Breakup of Project Cost

IDA Affiliation Fees	5,00,000 INR
IMB Affiliation Fees	1,00,000 INR
Computers & Airconditioner	3,25,000 INR
Furniture, Fixtures & Interiors	6,00,000 INR
Machines & Mannequins	1,00,000 INR
Brand Publicity	1,00,000 INR
Inauguration Activities	75,000 INR
<b>Total Investment</b>	<b>18,00,000 INR</b>

**Staff Salary Breakup Chart**  
If you are offering all the 6 IDA courses from day one

Designation	Salary (INR)
Counselor	15,000
Marketing Executive	12,000
Faculty - Fashion	18,000
Faculty - Interior	18,000
Faculty - Graphics	18,000
Faculty - Animation	20,000
Peon	8,000
<b>Total Salary Per Month</b>	<b>1,10,000</b>



## PRE LAUNCH

- 1 Location Guidance
- 2 Layout Planning
- 3 Guidance Pre-launch
- 4 Artworks and Designs
- 5 Sending Vendor details
- 6 Recruitment guidance and release of Ad
- 7 Interview and selection of appropriate staff
- 8 Centre Launch
- 9 Staff Induction & Training

## POST LAUNCH

- 1 Academic Support
- 2 Complete Training
- 3 Examination
- 4 Certification
- 5 Placement Guidance
- 6 Operational Support
- 7 Marketing Support
- 8 Quarterly updates for Centre Upgradation

## ONGOING & CONTINUOUS SUPPORT

- 1 Faculty Training
- 2 Counselor Training
- 3 Marketing Guidance
- 4 Academic Development Support
- 5 Day to day operational Support
- 6 Management Information
- 7 System Teaching Methodology
- 8 Research and Development and
- 9 Up - gradation ,Quality Control



# IDA INFRASTRUCTURE DETAILS

Fashion Design Lab Along with GMT-PMT draping lab	6 Body-forms, 12 Stools and 12 Chairs and Tables, 5 normal & 2 Zuki style Sewing Machines, 12 Chairs, 2 Pattern Making Tables, 1 Iron Board, 2 Irons.
Theory Class (Common)	Arrangement for 20 students (Chairs and Tables)
Interior Design Lab	15 tables with scales, stools
Makeup Artist Lab	Arrangement for 15 students (Chairs , mirrors and Tables)
Computer Lab for Cad & Graphics	8 -10 Computers LCD TV
Admission Office	Display Material- Activity Details
Centre Director Room	Cabin 100sq - ft

# IDA ROYALTY PER YEAR PER STUDENT FOR EACH COURSE

IDA DIPLOMA COURSE 1year   2year   3year	10,000/- PER YEAR PER STUDENT
IMB DIPLOMA COURSE 1year   2year   3year	15,000/- PER YEAR PER STUDENT
DEGREE COURSE BSC   BA (3 YEARS)	25,000/- PER YEAR PER STUDENT
MASTER COURSE MSC   MA (2 YEARS)	25,000/- PER YEAR PER STUDENT
6 MONTHS CERTIFIED COURSE	10,000/- PER YEAR PER STUDENT
3 MONTHS CERTIFIED COURSE	8,000/- PER YEAR PER STUDENT
1 MONTH CERTIFIED COURSE	5,000/- PER YEAR PER STUDENT

# IDA SPACE ALLOCATION AND REQUIREMENT (Area 1200-1500 Sq. Ft.)

Fashion Designing Lab	220 Sq.ft.	Counselling Room	160
Interior Designing Lab	220	Library	100
Makeup Artist Lab	80	Centre Manager / Director Room	100
Lecture Room 1	100	Pantry	40
Lecture Room 2	100	Reception + Walking Area + Passage etc.	180
Computer Lab	200		



## It's About you your Interests and Talent But It's also about the people and Resources that Surround you

### We Help You Believe

If you want others to believe in you, then you must first believe in it yourself. If you want others in the world to believe in you, then you must first believe in yourself. A belief in yourself provides in cornerstone from which to build your dreams into realities

### Have the Right Attitude

Your Attitude is essential to your success. A positive attitude and a belief that everything, including you, can change is the best way to remain optimistic through challenging times.

### Acquire Knowledge

Knowledge is power. No-one knows you as well as you do and no-one knows as well as you do. A lack of self esteem generally stems from a fear of some description. The most common being a fear of failure. A fear of failure can often be described more accurately as a fear of the unknown. This fear can be eliminated with knowledge allowing self-confidence to grow.

### Identify your Skills

Identify your own unique skills can be extremely empowering knowing what you're good at and where your strengths lie can give you the confidence to tackle any of life's little challenges head on.



INTERNATIONAL

DESIGN

ACADEMY



INTERNATIONAL DESIGN ACADEMY



Mob.: +91-9329470094



International Design Academy, Beside Shiv Temple, Kachnar City ,  
Vijaynagar , Jabalpur, (M.P.)



Website: [www.ida-edu.co.in](http://www.ida-edu.co.in)



Email Id: [Batulali.ida@gmail.com](mailto:Batulali.ida@gmail.com)

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