

FRANCHISE BOOKLET

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INTRODUCTION TO PULSE ASSOCIATES PVT LTD AND THE FRANCHISE MODEL

Pulse Associates Pvt. Ltd. is a national-level NGO consulting organization registered under the Companies Act with the Ministry of Corporate Affairs, Government of India. The company is ISO 9001:2008 certified and has been serving the development sector for over 20 years.

About the Organization

Established in 2002, Pulse Associates Pvt. Ltd. was founded to address a critical gap in the NGO sector—many organizations engaged in social service lacked awareness and compliance with essential legal and technical requirements. Numerous NGOs and trusts were operating without proper registrations such as 12A, 80G, FCRA, and other statutory approvals, limiting their ability to access funding and implement programs effectively.

Pulse was created to bridge this gap by enabling NGOs to become legally compliant, financially sustainable, and technically sound. Over the years, the organization has built a strong reputation for providing reliable, professional, and comprehensive consulting support to NGOs and community-based organizations (CBOs) across India.

Area of Work

Pulse Associates operates nationwide, supporting charitable institutions in strengthening their operational frameworks. The organization works toward:

- Alleviation of poverty
- Promotion of education and literacy
- Improvement of public health
- Environmental sustainability
- Rural and community development

And many more areas.

In addition to consultancy services, Pulse collaborates with partner NGOs to implement welfare and development programs in rural and underserved communities across multiple states.

WHY THE FRANCHISE MODEL EXISTS

The franchise model of Pulse Associates Pvt. Ltd. is designed to expand its proven NGO consulting expertise across new regions by partnering with entrepreneurs committed to social impact. Through this model, franchise partners act as local ambassadors, delivering the same trusted, high-quality services and professional guidance that Pulse has provided for over 26 years. The franchise system ensures standardized processes, consistent service quality, wider national reach, and stronger grassroots support for NGOs across India.

ELIGIBILITY CRITERIA

Ideal franchise partners:

- Have interest in NGO consultancy and social development
- Possess basic business management skills
- Demonstrate networking and communication abilities
- Are committed to ethical and professional practices

SERVICES OFFERED AT PULSE ASSOCIATES PVT. LTD.

1. Preparing NGO Documents

We assist in drafting all essential documents for NGOs and charitable organizations, ensuring compliance and effective project management. Our services include:

- Project Proposal Preparation
- Detailed Project Reports (DPR)
- Annual Reports
- Audit Reports

2. Conducting Registrations & Certifications

Pulse Associates handles all registrations, certifications, and compliance required to operate legally and efficiently. Our services include:

NGO & Charitable Sector:

- Section 8 Company Registration
- Society Registration

- Trust Registration
- CSR1 Certification
- 12A & 80G Certifications
- FCRA Registration, Renewal, and Compliance

Private & Non-Charitable Sector:

- Private Limited Company
- Limited Company
- One Person Company
- LLP Company
- Partnership Firm
- Farmer Producer Company

Certifications & Licenses:

- ISO Certification (9001:2015, 14001, 22000, 27001)
- FSSAI Certification / Food License
- Trade License

Finance & Taxation Services:

- Income Tax Return Filing
- GST Return & GST Registration
- MSME Registration
- Startup India Registration

Intellectual Property Services:

- Trademark Registration
- Copyright Registration

Digital & Administrative Services:

- Digital Signature Services
- Website Development
- PAN Card Registration
- TAN Certificate

Government Portals & Reporting:

- E-Anudaan Registration
- NITI Aayog Portal Registration

3. Helping with Fundraising

We support NGOs in securing resources from government schemes, corporate CSR programs, and international development agencies. Our expertise includes:

- Project Proposal Preparation
- Concept Notes & DPR
- Guidance on Resource Mobilization
- FCRA Funding
- CSR Funding
- State and Central Govt. Funding
- SIDBI, NABARD banking grant,
- MSME Grant
- ECB Loan (rate of interest yearly 3%)
- School College Affiliation

4. Providing Insightful Books for NGOs

Pulse Associates has published a range of resources to guide NGOs and charitable institutions in fundraising, and program management including:

- Directory of National & International Funding Agencies
- Compendium of Schemes – Vol. I
- Compendium of Formats for Schemes – Vol II
- Directory of Scholarships & Fellowships, Grants & Loans (India & Abroad)
- Minority Guidelines, Schemes, and Application Formats
- National CSR Funding Opportunities for NGO

5. Other Professional Support

- Monitoring and Evaluation
- Survey/Research/Needs assessments
- Recognition of Institution from AICTE, New Delhi
- B.Ed, M.Ed, D.El.Ed, ITEP etc.
- ANM, GNM, B.Sc. Nursing, D Pharma, B. Pharma Affiliation

FRANCHISE OPPORTUNITY

Pulse Associates Pvt. Ltd. offers a unique franchise opportunity for individuals passionate about social development and consultancy services. By joining our franchise network, you become part of a trusted brand with over 26 years of

experience in supporting NGOs, charitable institutions, and civil society organizations across India.

Membership Structure

There are two levels of Franchise partnership. State Level Franchise and District Level Franchise.

To become a franchise partner, an initial membership fee of **Rs. 2,00,000/-** is required for District Level Franchise and Rs. 5,00,000/- is required for State Level Franchise. This fee grants you access to our full suite of consultancy services, training programs, marketing materials, and ongoing support systems. Membership ensures you are officially recognized as an authorized Pulse Associates partner, capable of delivering our services under our trusted brand name.

Referral Fees & Commission

District Level Franchise partners earn a **40% commission** on all client projects and services and State Level Franchise partners earn a **50% commission** on all client projects and services secured through their network. This referral-based revenue model provides significant earning potential while keeping operational responsibilities manageable. The more clients you refer or serve, the greater your revenue, allowing you to scale your business while making a meaningful social impact. The Franchisees will also get 40% discount on the books offered by Pulse Associates Pvt. Ltd.

ROLES & RESPONSIBILITIES

What Pulse Associates Provides

As a franchisee, you receive comprehensive support and resources from Pulse Associates:

- **Brand Recognition:** Operate under the trusted Pulse Associates brand, leveraging 26+ years of credibility.
- **Training & Onboarding:** Detailed guidance on client management, and operational procedures.
- **Marketing & Promotional Material:** Access to brochures, proposals, and templates, to attract and retain clients.

- **Ongoing Support:** Regular assistance via phone, email, and online resources to address queries and ensure smooth operations.

What Franchisees Are Expected to Do

Franchise partners play an active role in client acquisition and service delivery:

- **Business Development:** Identify and engage NGOs, charitable institutions, and social organizations to offer consultancy services.
- **Referral & Client Management:** Develop and maintain client relationships.
- **Compliance & Reporting:** Adhere to Pulse Associates' operational guidelines, ethical standards, and reporting requirements.

This franchise model ensures a mutually beneficial partnership—franchisees gain revenue and social impact, while Pulse Associates expands its reach.

PROJECT PORTFOLIO – KEY PROJECTS & FUNDING NETWORK

Pulse Associates Pvt. Ltd. has built a strong and diversified project portfolio over 26 years, to ensure that partner NGOs have access to sustainable financial resources for impactful development initiatives.

1. CSR Funding Network

Pulse Associates actively connects NGOs with leading corporates, CSR foundations and public sector enterprises, along with additional CSR partners.

2. FCRA & International Funding Projects

We assist NGOs in securing and managing foreign contributions under FCRA guidelines. Our ongoing and associated international funding partners include:

- The Fund for Innovation
- Loyala Foundation
- Paul Hamlyn Foundation
- Save the Children
- Compassion International
- Mama Cash
- Spencer Foundation
- ActionAid UK

- Population Services International
- Road to Peace
- Pulitzer Center
- Oxfam India Trust
- Christian Children's Fund

These collaborations support projects in education, health, women empowerment, child welfare, livelihood, community development etc.

3. Central Government Ministries & Autonomous Bodies

We provide consultancy and project facilitation across 50+ Central Government Ministries, including:

- Ministry of Rural Development
- Ministry of Women and Child Development
- Ministry of Skill Development and Entrepreneurship
- Ministry of Health and Family Welfare
- Ministry of Agriculture and Farmers Welfare
- Ministry of Social Justice and Empowerment
- Ministry of Minority Affairs
- Ministry of Tribal Affairs

We also work with key autonomous bodies such as:

- All India Council for Technical Education
- Central Social Welfare Board
- National Bank for Agriculture and Rural Development

Our portfolio spans skill development, rural livelihoods, women empowerment, agriculture, MSME support, health, sanitation, infrastructure, minority welfare schemes etc.

4. Loan & Financial Assistance Programs for NGOs

Pulse Associates facilitates institutional finance and government-backed loan schemes for NGOs and social enterprises through schemes such as MUDRA loans, NRLM, SVEP, PMEGP, and NABARD refinance programs.

SUPPORT & TRAINING

At Pulse Associates Pvt. Ltd., we believe that the success of our franchise partners is directly linked to the strength of the support system we provide. Our structured on boarding, operational tools, and continuous guidance ensure that every franchisee is equipped to deliver high-quality consultancy services with confidence.

Onboarding & Initial Training

Every new franchise partner undergoes a comprehensive on boarding program that includes:

- Introduction to NGO consultancy services and funding mechanisms
- Understanding registration, compliance, and fundraising procedures
- Orientation on government schemes, CSR engagement, and FCRA processes

This structured training ensures franchisees are fully prepared before engaging with clients.

OPERATIONAL GUIDELINES

To maintain excellence and uniformity across all locations, Pulse Associates follows structured operational standards.

Standard Processes- All franchisees are required to:

- Follow approved documentation formats
- Adhere strictly to compliance procedures

We uphold:

- Accuracy in documentation
- Ethical client servicing practices
- Consistency in quality strengthens our brand reputation and client trust.

Reporting Requirements

Franchisees must:

- Submit periodic business reports

- Maintain client records and transaction logs
- Share revenue and commission details transparently

Clear reporting ensures accountability and smooth coordination between head office and franchise partners.

MARKETING & BRANDING

The Pulse Associates brand is built on credibility, professionalism, and 26+ years of expertise. Franchisees act as ambassadors of this trusted identity.

Brand Representation

Franchise partners must:

- Use official logos, letterheads, and marketing materials
- Maintain professional office standards
- Represent services accurately and ethically
- Uphold the company's values and mission

Promotional Resources

Franchisees receive:

- Outreach materials
- Official brochures and presentations
- Branding guidelines
- Promotional guidance
- Local Marketing Initiatives

Franchisees are encouraged to:

- Network with local civil society groups
- Build partnerships with local institutions
- Conduct awareness seminars for NGOs
- Participate in development sector events

Strong branding combined with local outreach ensures sustainable business growth.

APPLICATION PROCESS

Joining Pulse Associates as a franchise partner is a structured and transparent process designed to identify committed and capable individuals.

How to Join

- Submit an initial inquiry/application
 - Participate in a consultation discussion with our team
 - Review franchise terms and agreement
 - Sign the Franchise Agreement Form
 - Pay the membership fee of ₹2,00,000/-
 - Complete on boarding and training
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