

**PULSE
ASSOCIATES
PVT. LTD.**

FRANCHISE MANUAL

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INTRODUCTION TO PULSE ASSOCIATES PVT LTD

Pulse Associates Pvt. Ltd. is a national-level NGO consulting organization operating PAN India for more than 20 years. 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.**

SERVICES AT PULSE ASSOCIATES PVT LTD.

1. PREPARING NGO DOCUMENTS

We assist in drafting essential documents for NGOs and charitable organizations. Our services include:

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

And many others.

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 in the following areas:
 - FCRA Funding
 - CSR Funding
 - State and Central Govt. Funding
 - SIDBI, NABARD banking grant
 - MSME Grant
 - ECB Loan (rate of interest yearly 3%- minimum 10 crores)

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

- School College Affiliation
- Recognition of Institution from AICTE, New Delhi
- Monitoring and Evaluation (NAAC Accreditation)
- Etc.

THE FRANCHISE MODEL

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, and wider national reach 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

FRANCHISE PARTNERSHIP STRUCTURE

Pulse Associates offers **two levels of Franchise Partnership**:

- **State Level Franchise**
- **District Level Franchise**

1. Franchise Membership Fee

- **District Level Franchise:** Initial membership fee of ₹2,00,000/-
- **State Level Franchise:** Initial membership fee of ₹5,00,000/-

The franchise membership fee provides the franchise partner with access to:

- Complete **consultancy services and resources**
- Comprehensive **training programs**
- Official **marketing and promotional materials**
- Ongoing **business and operational support**
- Recognition as an **authorized Pulse Associates partner**

2. Membership Tenure

Franchise membership is valid for a period of **3 years**. The membership must be renewed after the completion of the three-year term, subject to the applicable renewal terms and conditions.

3. Referral Fees & Commission Structure

The referral-based revenue model is designed to provide significant earning potential

District Level Franchise Partners

- Earn 40% commission on eligible client projects and services secured through their network.

State Level Franchise Partners

- Earn 50% commission on eligible client projects and services secured through their network.

4. Earning & Investment Potential

The initial investment is generally expected to mature/recover within approximately **6 months**, depending on client and project generation. Franchise partners can increase their earnings by referring more clients.

5. Discount on Pulse Associates Publications

Franchisees are eligible for a 40% discount on books and publications offered by Pulse Associates Pvt. Ltd.

ROLES & RESPONSIBILITIES

WHAT PULSE ASSOCIATES PROVIDES

As a franchisee, you receive comprehensive support and resources from Pulse Associates Pvt. Ltd.

- **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.

APPLICATION PROCESS

- 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
- Complete on boarding and training