

13 DRIVING SCHOOL



DRIVING SCHOOL

1. INTRODUCTION

Driving schools in Uttarakhand are dedicated to teaching safe and confident driving skills. These schools offer comprehensive training programs, including theoretical classes and practical driving lessons. The curriculum covers essential topics such as traffic rules, road signs, vehicle maintenance, and driving etiquette. Most driving schools provide vehicles for practice and employ experienced instructors who guide students through various driving scenarios.

2. MARKET DEMAND AND TRENDS

The market demand for driving schools in Uttarakhand is rising, reflecting a growing need for professional driving education. With an increasing number of individuals seeking to obtain their driver's licenses, driving schools are experiencing a surge in enrollments. This trend is driven by the rising population and the growing importance of having a driver's license for employment opportunities and personal mobility.

Market Demand

The market demand for driving schools in Uttarakhand is steadily increasing. This rise is driven by several factors, including the growing population, the need for personal mobility, and the importance of having a driver's license for employment opportunities¹. Additionally, there is a trend towards adopting advanced training methods and technologies, such as simulators and online learning platforms, which are making driving education more accessible and effective.

Market Trends

The market trends for driving schools in Uttarakhand show a promising growth trajectory. Here are some key trends:

1. **Increasing Enrolment:** There's a steady rise in the number of individuals enrolling in driving schools, driven by the growing population and the need for personal mobility.
2. **Advanced Training Methods:** Driving schools increasingly adopt advanced training methods, such as simulators and online learning platforms, to enhance the learning experience.
3. **Focus on Safety:** There's a heightened emphasis on teaching safe driving practices and responsible driving behaviour to reduce road accidents.
4. **Technological Integration:** The integration of technology in driving education, including the use of virtual reality and mobile apps, is becoming more common.
5. **Government Support:** Government initiatives and regulations are encouraging more people to obtain their driver's licenses, further boosting the demand for driving schools.

3. DESIRED QUALIFICATION FOR PROMOTER

To become a promoter of a driving school in Uttarakhand, you typically need the following qualifications:

1. **Educational Background:** A minimum of a high school diploma (10th grade) is usually required. Some driving schools may prefer candidates with higher education qualifications.
2. **Driving Experience:** Extensive experience in driving and knowledge of road safety rules is essential. Having a valid driver's license with a clean record is important.
3. **Management Skills:** Strong organizational and management skills are crucial for running a driving school effectively. This includes handling administrative tasks, managing staff, and ensuring compliance with regulations.
4. **Communication Skills:** Excellent communication skills are necessary to interact with students, parents, and staff.
5. **Knowledge of Local Regulations:** Familiarity with local traffic laws and regulations, as well as the requirements for obtaining a driver's license in Uttarakhand, is important.
6. **Passion for Teaching:** A genuine passion for teaching and helping others learn to drive safely is a key attribute for a driving school promoter.

4. BUSINESS OUTLOOK AND OPPORTUNITIES

The business outlook for driving schools in Uttarakhand is quite promising. Here are some key points:

1. **Growing Demand:** With an increasing population and the rising importance of personal mobility, the demand for driving schools is expected to continue growing.
2. **Technological Advancements:** The integration of advanced training methods, such as simulators and online learning platforms, is enhancing the learning experience and attracting more students.
3. **Government Support:** Initiatives and regulations by the government are encouraging more people to obtain their driver's licenses, further boosting the demand for driving schools.
4. **Safety Focus:** There is a heightened emphasis on teaching safe driving practices, which is attracting parents and individuals who prioritize road safety.
5. **Employment Opportunities:** The driving school industry also creates job opportunities for driving instructors, administrative staff, and support personnel³.

These factors indicate a positive business outlook and numerous opportunities for growth in the driving school industry in Uttarakhand.

5. MARKET POTENTIAL AND MARKETING ISSUES

Market Potential

The market potential for driving schools in Uttarakhand is quite promising due to several factors:

1. **Rising Population:** With a growing population, an increasing number of individuals are seeking to obtain their driver's licenses.
2. **Urbanization:** As more areas become urbanized, the need for personal transportation increases, increasing the demand for driving schools.
3. **Employment Opportunities:** A driver's license is often a prerequisite for many jobs, making driving schools essential for employment prospects.
4. **Tourism:** Uttarakhand is a popular tourist destination, and many tourists may require rental cars or drivers, further boosting the need for trained drivers.

Marketing Issues

Despite the promising market potential, driving schools in Uttarakhand face several marketing challenges:

1. **Competition:** With many driving schools operating in the region, standing out from the competition can be difficult.
2. **Awareness:** Many potential students may not know the benefits of enrolling in a driving school or the specific offerings of individual schools.
3. **Budget Constraints:** Limited marketing budgets can restrict the ability to reach a wider audience through traditional advertising.
4. **Technological Adoption:** While some schools have adopted advanced training methods, not all have embraced digital marketing strategies, which can limit their reach.

6. BUSINESS INPUTS AND MATERIAL REQUIREMENTS

Business Inputs

1. **Location:** Choose a strategic location with good visibility and accessibility for potential students.
2. **Vehicles:** You'll need a fleet of vehicles for practical training, including cars, motorcycles, and possibly even heavy vehicles, depending on the courses offered.
3. **Instructors:** Hire experienced and certified driving instructors who can provide high-quality training.
4. **Technology:** Invest in driving simulators, computers, and software for administrative tasks and online learning platforms.

Material Requirements

1. **Educational Materials:** Develop or purchase textbooks, manuals, and other educational resources for theoretical lessons.
2. **Signage:** Install clear and visible signage to attract potential students and inform them about your services.
3. **Safety Gear:** Provide safety gear such as helmets, seat belts, and first aid kits for practical training sessions.

4. **Marketing Materials:** Create brochures, flyers, and a website to promote your driving school and attract students.

7. OPERATIONS AND EXECUTION PROCESS

Business Registration and Licensing:

- Register your driving school as a legal entity.
- Obtain the licenses and permits required to operate a driving school in Uttarakhand.
- Ensure compliance with local traffic laws and regulations.

Location Setup:

- Choose a suitable location with classrooms, office space, and a driving range.
- Equip the classrooms with necessary teaching aids like projectors, whiteboards, and desks.
- Set up a well-marked driving range for practical lessons.

Fleet Management:

- Purchase and maintain a fleet of vehicles for training purposes, including cars and motorcycles.
- Ensure all vehicles are insured and regularly serviced.

Hiring Staff:

- Recruit qualified and experienced driving instructors.
- Hire administrative staff to manage enrollments, scheduling, and customer service.

Training Programs:

- Offer various training programs tailored to different levels of learners, such as beginners, advanced drivers, and refresher courses.
- Implement both classroom sessions and practical driving lessons.

Enrollment Process:

- Set up a streamlined student enrollment process, including online registration and payment options.
- Provide clear information about course offerings, schedules, and fees.

Safety Measures:

- Implement strict safety protocols for both instructors and students.
- Ensure all vehicles have safety gear like seat belts and first aid kits.

Feedback and Improvement:

- Gather feedback from students to identify areas for improvement.
- Continuously update the curriculum and training methods based on feedback and industry trends.

Administrative Tasks:

- Handle day-to-day administrative tasks, such as maintaining student records, scheduling classes, and managing finances.
- Ensure compliance with all legal and regulatory requirements.

8. MANPOWER REQUIREMENT

| Sr. No | Particulars | No. | No of month in year | Wages/Salaries per month (Rs. In Lakhs) | Annual Expense (Rs. In Lakhs) |
|---------------|--|------------|----------------------------|--|--------------------------------------|
| 1 | Administrative support and owner (self-employed) | 1 | 12 | 0 | 0 |
| 2 | Instructors | 2 | 12 | 0.12 | 2.88 |
| 3 | Maintenance Staff | 1 | 12 | 0.08 | 0.96 |
| Total | | | | | 3.84 |

9. IMPLEMENTATION SCHEDULE

| Sr. No. | Activity | Time Required (in months) |
|---|-----------------------------------|----------------------------------|
| 1 | Site Selection for Driving School | 0.5 |
| 2 | Arrangement of Finance | 1 |
| 3 | Car and motorbike purchase | 1 |
| 4 | Vehicle Registration | 1 |
| 5 | Staff Hiring | 0.5 |
| 6 | Course Development | 0.5 |
| 7 | Marketing | 1 |
| Total time required (some activities shall run concurrently) | | 5.5 |

10. COST OF PROJECT

| Sr. No | Particulars | Annual Expenses (Rs. in lakhs) |
|---------------|--------------------|---------------------------------------|
| 1 | Land | - |
| 2 | Building (Rented) | 0.15 |

| | | |
|---------------------------|---------------------------------|--------------|
| 3 | Plant & Machinery | 7.05 |
| 4 | Equipment and Furniture Exp. | 0.31 |
| 5 | Misc. Fixed Asset | 0.02 |
| 6 | Preoperative & Preliminary Exp. | 0.13 |
| 7 | Working Capital | 2.91 |
| Total Project Cost | | 10.57 |

11. MEANS OF FINANCE

| Sr. No. | Particulars | Annual Expenses (Rs. in lakhs) |
|--------------|-------------------------|--------------------------------|
| 1 | Promoter's contribution | 4.23 |
| 2 | Bank Finance | 6.34 |
| Total | | 10.57 |

12. LIST OF MACHINERY AND EQUIPMENT

A. MACHINERY

| Sr. No | Particulars | Unit | Price per Unit(Rs. in lakhs) | Total Amount (Rs. in lakhs) |
|---------------------------|---|------|------------------------------|-----------------------------|
| 1 | Computers with all necessary hardware and installed Windows | 1 | 0.25 | 0.25 |
| 2 | Car equipped with dual control | 2 | 3.00 | 6.00 |
| 3 | Motorcycle | 2 | 0.40 | 0.80 |
| Grand Total Amount | | | | 7.05 |

B. FURNITURE & EQUIPMENT

| Sr. No | Particulars | Unit | Price per Unit(Rs. in lakhs) | Total Amount (Rs. in lakhs) |
|--------|---------------|------|------------------------------|-----------------------------|
| 1 | Safety Gear | 1 | 0.05 | 0.05 |
| 2 | Office Set Up | 1 | 0.20 | 0.20 |
| 3 | Signage | 5 | 0.01 | 0.05 |
| 4 | Others | | | 0.02 |

| | |
|------------------|-------------|
| Total Rs. | 0.31 |
|------------------|-------------|

The availability of raw materials and equipment from local manufacturers is a promising advantage for the entrepreneur. Choosing the right mix of products and suitable machinery and tooling to facilitate modern and flexible processes is essential. Here are some of the suppliers of business equipment and raw materials an entrepreneur can consider:

1. Maruti Suzuki TRUE VALUE

ROHAN MOTORS LTD

148, Saharanpur Road, Chaman Vihar,

Opp Boys ITI, Niranjanpur, Dehradun, Uttarakhand, 248001

2. CARS 24

68, Vardhan Plaza AVS Ford, Saharanpur Road, Sewla Kalan, Uttarakhand

3. B K Motors

182, Chakrata Rd, Seyad Mohalla,

Khurbura Mohalla, Dehradun, Uttarakhand 248001

Besides these, online platforms such as India Mart, Trade Mart, Amazon, Flipkart, etc., can also be explored for online ordering.

13. SALES REALIZATION

| Sr. No | Service | Sales in Percentage | INR |
|--------------|---|---------------------|--------------|
| 1 | Learner's Permit Training | 25.0% | 2.52 |
| 2 | Driving Skill Test Preparation | 25.0% | 1.35 |
| 3 | Driving Test Fee | 15.0% | 0.18 |
| 4 | Basic Driving Lessons(includes 10-15 lessons) | 10.0% | 1.35 |
| 5 | Advanced Driving Lessons (includes 15-20 lessons) | 5.0% | 1.575 |
| 6 | Vehicle Rental for Tests | 5.0% | 0.81 |
| Total | | 100.00% | 7.785 |

PROFITABILITY PROJECTION

| Sr. No | Particulars | Annual Expenses (Rs. in lakhs) |
|--------|---------------------------------|-----------------------------------|
| A. | Sales realisation | 7.79 |
| B. | Cost of production | |
| i) | Raw materials | 0.42 |
| ii) | Utilities | 0.10 |
| iii) | Manpower Cost (Salaries/wages) | 3.84 |
| iv) | Administrative expenses | 0.04 |
| v) | Packaging Cost | 0.01 |
| vi) | Material Lost Cost | 0.10 |
| vii) | Selling & distribution expenses | 0.66 |
| viii) | Repairs & maintenance | 0.10 |
| ix) | Rent | 0.15 |
| x) | Interest | 0.76 |
| xi) | Misc. expenses | 0.00 |
| | Total (B) | 6.18 |
| | Gross profit/loss (A – B) | 1.61 |
| | Less: Depreciation | 0.75 |
| C. | PBIT | 0.85 |
| D | Income-tax | - |
| E | Net profit/loss | 0.85 |
| F. | Repayment (Annual) | -0.33 |
| G | Retained surplus (E-F) | 1.19 |

14. BREAK-EVEN ANALYSIS

| Fixed cost | |
|---------------------------------|-------------|
| Land & Building Rent | 0.15 |
| Depriciation | 0.75 |
| Interest | 0.76 |
| Manpower | 1.15 |
| Total Fixed cost | 2.81 |
| Variable cost | |
| Raw materials | 0.42 |
| Utilities | 0.10 |
| ManPower | 2.69 |
| Administrative expenses | 0.04 |
| Selling & distribution expenses | 0.66 |
| Total Variable cost | 3.91 |
| Contribution margin | 49% |
| Break-Even Point in Value | 5.74 |

15. STATUTORY APPROVALS

To establish a driving school in Uttarakhand, you must obtain several statutory approvals and comply with various regulations. Here are the key steps and requirements:

1. **Business Registration:** Register your driving school as a legal entity, such as a private limited company, partnership, or sole proprietorship.
2. **State Transport Department Approval:** Obtain approval from the State Transport Department of Uttarakhand. This involves applying along with necessary documents, such as proof of ownership, business plan, and details of the premises.
3. **Licensing Authority:** Apply for a driving school license from the licensing authority. This includes submitting Form No. 2 for the learner's license and Form No. 4 for the permanent driving license.
4. **Training School Certification:** Ensure the State Transport Department recognizes your driving school as an approved training school. This certification is mandatory for issuing driving certificates to students².
5. **Insurance:** Obtain vehicle and operation insurance to cover potential liabilities.
6. **Safety and Compliance:** Ensure that your driving school complies with all the State Transport Department's safety regulations and standards.
7. **Regular Inspections:** Be prepared for regular inspections by the State Transport Department to ensure ongoing compliance with regulations.
8. **Documentation:** Maintain proper records of students, instructors, vehicles, and training sessions as required by the State Transport Department.

You can legally operate a driving school in Uttarakhand by following these steps and obtaining the necessary approvals.

These approvals are fundamental for legally establishing and operating a driving school unit.

16. TRAINING CENTERS AND COURSES

Pankaj Motor Driving Training School

- **Address:** Near Bharat Gas Agency, Ranjha Wala, Raipur, Dehradun, Uttarakhand
- **Phone:** 097190 48403

Lal Sa Prashad Driving Trainer

- **Address:** Dilaram Bazar, Rajpur Road, Dehradun, Uttarakhand

Motor Driving Training College

- **Address:** Nagaon, Kanchwala, Mandu Wala, Bahubali Road, Dehradun, Uttarakhand 248007

The Swayam portal (link: <https://swayam.gov.in/>) can also be accessed for enhanced learning on business commerce, accounting, production, marketing, and areas of entrepreneurship.

Entrepreneurship programs that help run businesses successfully are also available from institutes like the Entrepreneurship Development Institute of India (EDII) and its affiliates all over India.

Disclaimer

Only a few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.