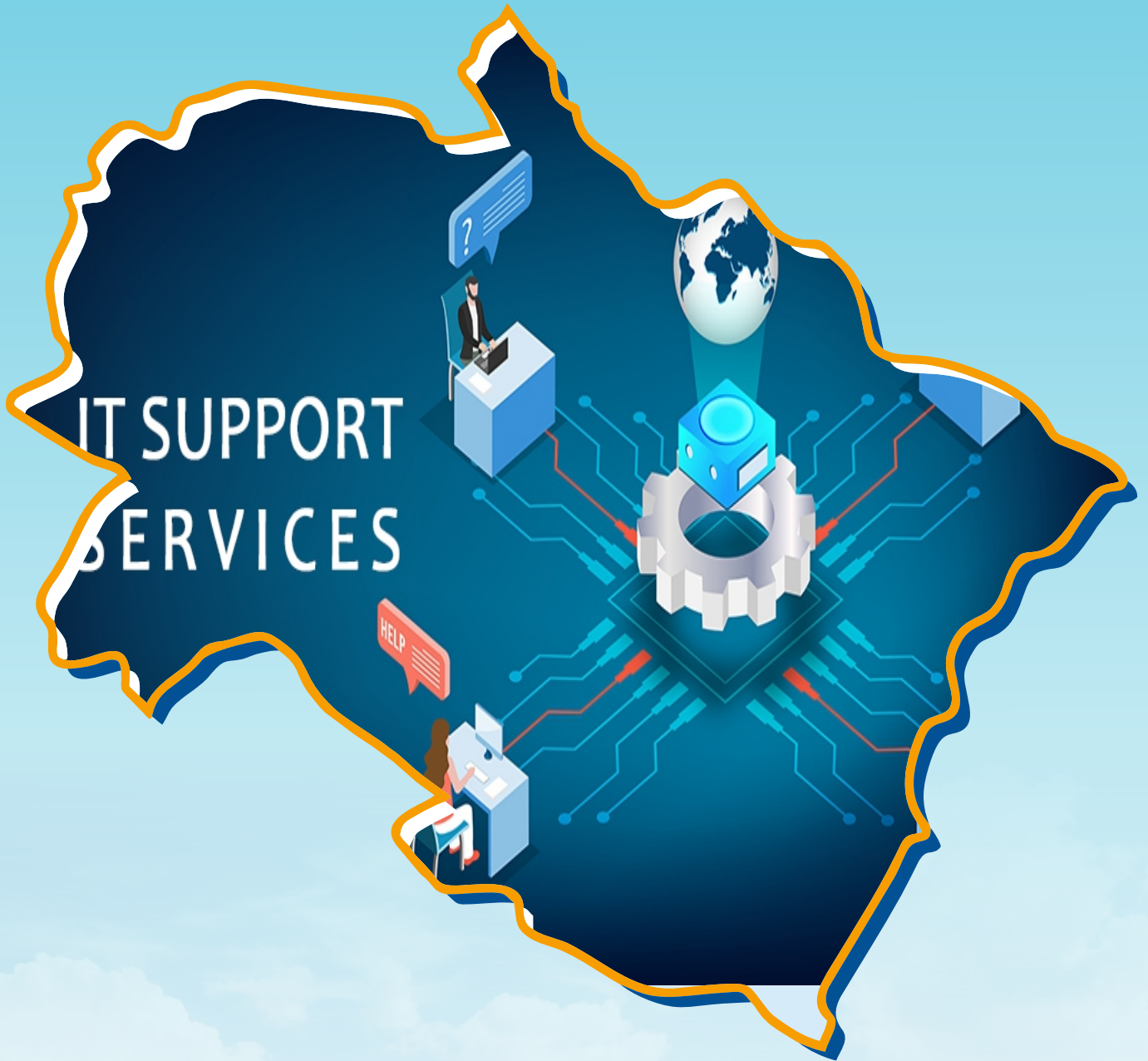


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IT SUPPORT SERVICES COMP

1. INTRODUCTION

IT support services in Uttarakhand can be an excellent opportunity to meet the growing demand for technology solutions in the region. With the rise of businesses and startups in Uttarakhand, there is an increasing need for IT support services to manage their technology infrastructure. Hospitals and clinics need IT support for managing patient records, billing systems, and other critical operations.

2. SERVICE & ITS APPLICATION

IT support services in Uttarakhand offer a range of solutions to help businesses and organizations manage their technology infrastructure effectively. Here are some common services and their applications:

Services & Applications

1. Managed IT Services:

- **Application:** Comprehensive management of IT infrastructure, including servers, networks, and workstations.
- **Benefits:** Ensures smooth operations, reduces downtime, and allows businesses to focus on core activities.

2. Cybersecurity:

- **Application:** Protection against cyber threats such as malware, ransomware, and hacking attempts.
- **Benefits:** Safeguards sensitive data, maintains business continuity, and builds customer trust.

3. Cloud Services:

- **Application:** Implementation and management of cloud solutions for data storage, backup, and disaster recovery.
- **Benefits:** Provides scalable storage solutions, enhances data security, and supports remote work.

4. Technical Support:

- **Application:** On-site and remote technical support for troubleshooting and resolving IT issues.
- **Benefits:** Quick resolution of technical problems, minimizes business disruptions, and improves user satisfaction.

5. IT Consulting:

- **Application:** Expert advice on IT strategy, system upgrades, and technology implementation.
- **Benefits:** Helps businesses optimize their IT infrastructure, stay competitive, and achieve their goals.

3. DESIRED QUALIFICATION FOR PROMOTER

To be a successful promoter for IT support services in Uttarakhand, you should ideally have the following qualifications:

1. **Educational Background:** A degree in Information Technology, Computer Science, Business Administration, or a related field can be beneficial. Knowledge of IT infrastructure and systems management is highly valuable.
2. **Technical Expertise:** Proficiency in various IT domains, including networking, cybersecurity, cloud computing, and software development. This knowledge is crucial for understanding the services offered and effectively promoting them.
3. **Business Management Skills:** Strong business management skills, including strategic planning, budgeting, and financial management, are essential for running an IT support services business.
4. **Customer Service:** Excellent customer service skills to ensure client satisfaction and loyalty. This includes handling client inquiries, resolving technical issues, and providing a seamless service experience.
5. **Marketing and Sales:** Experience in marketing and sales can help in promoting the business and attracting clients. This includes online marketing, social media management, and developing promotional strategies.
6. **Project Management:** Ability to manage IT projects, including planning, execution, and delivery. Familiarity with project management methodologies like Agile or Scrum can be beneficial.
7. **Local Market Knowledge:** Understanding the local market, including client needs, competition, and regulatory requirements, is essential for tailoring services to meet local demands.
8. **Technology Proficiency:** Familiarity with IT support tools, software, and systems used in managing IT infrastructure and services. This includes remote support tools, monitoring software, and cybersecurity solutions.
9. **Regulatory Compliance:** Knowledge of local laws and regulations related to IT services, data protection, and cybersecurity. Ensuring compliance with these regulations is crucial for the business.

4. BUSINESS OUTLOOK AND OPPORTUNITIES

The business outlook for IT support services in Uttarakhand is quite promising, with several opportunities for growth and expansion:

Market Potential

1. **Growing Business Sector:** With the rise of businesses and startups in Uttarakhand, there is an increasing need for IT support services to manage their technology infrastructure.
2. **Educational Institutions:** Schools, colleges, and universities require IT support for administrative and academic operations.
3. **Healthcare Sector:** Hospitals and clinics need IT support for managing patient records, billing systems, and other critical operations.

Market Trends

1. **Remote Work Solutions:** The trend towards remote work has increased the demand for IT support services to ensure smooth operations and connectivity for remote employees.
2. **Cybersecurity:** With the rise in cyber threats, there is a growing need for robust cybersecurity solutions to protect sensitive data and maintain business continuity.
3. **Cloud Services:** The adoption of cloud services for data storage, backup, and disaster recovery is rising, creating opportunities for IT support providers.
4. **Technology Integration:** Businesses are looking to integrate advanced technologies such as AI, IoT, and blockchain, requiring specialized IT support services.

Opportunities

1. **Partnerships with Local Businesses:** Collaborating with local businesses to provide tailored IT solutions and support.
2. **Government Projects:** Participating in government projects that require IT support and infrastructure development.
3. **E-commerce Support:** Assisting e-commerce businesses with website development, maintenance, and security.
4. **Educational Institutions:** Providing IT support services to schools, colleges, and universities to enhance technological infrastructure.

5. MARKET POTENTIAL AND MARKETING ISSUES

The IT support services market in Uttarakhand has significant growth potential due to several factors:

1. **Rising Business Sector:** With the increasing number of businesses and startups in the region, there is a growing demand for IT support services to manage their technology infrastructure.
2. **Educational Institutions:** Schools, colleges, and universities require IT support for administrative and academic operations.
3. **Healthcare Sector:** Hospitals and clinics need IT support for managing patient records, billing systems, and other critical operations.
4. **Government Initiatives:** The state government has been promoting IT and digital services, which has led to increased demand for IT support services.
5. **Proximity to NCR:** Uttarakhand's proximity to the National Capital Region (NCR) makes it an attractive destination for businesses looking for IT support services.

Marketing Issues

Despite the promising market potential, there are several marketing challenges that IT support service providers in Uttarakhand face:

1. **Awareness and Education:** Many businesses and institutions are unaware of the benefits of IT support services, which can hinder market penetration.
2. **Competition:** The market is becoming increasingly competitive with the entry of new players, making it challenging to stand out.

3. **Technological Advancements:** Keeping up with rapid technological advancements and ensuring that services remain relevant and up-to-date can be difficult.
4. **Customer Trust:** Building trust with potential clients, especially small businesses and startups, can be a challenge due to concerns about service quality and reliability.
5. **Marketing Budget:** Limited marketing budgets can restrict the ability to reach a wider audience and effectively promote services

6. BUSINESS INPUTS AND MATERIAL REQUIREMENTS

Starting an IT support services business in Uttarakhand involves several key business inputs and material requirements. Here's a detailed overview:

Business Inputs

1. **Technology Infrastructure:**
 - **Servers:** Host applications, store data, and manage network resources.
 - **Computers and Workstations:** These are for employees to perform day-to-day operations and support clients.
 - **Networking Equipment:** Routers, switches, modems, and firewalls for robust and secure network connectivity.
 - **Software:** IT management software, remote support tools, cybersecurity solutions, and office productivity tools.
2. **Human Resources:**
 - **IT Specialists:** Skilled professionals in networking, cybersecurity, cloud computing, and software development.
 - **Customer Support Staff:** For handling client inquiries and providing technical support.
 - **Management Team:** Overseeing operations, business development, and strategic planning.
3. **Office Space:**
 - **Location:** A centrally located office with good accessibility for clients and employees.
 - **Facilities:** Workstations, meeting rooms, and break areas to support a productive work environment.
4. **Financial Resources:**
 - **Capital Investment:** Purchasing technology infrastructure, office space, and initial operating expenses.
 - **Operational Budget:** For salaries, utilities, marketing, and ongoing expenses.
5. **Marketing and Sales:**
 - **Marketing Strategy:** Online marketing, social media presence, and partnerships with local businesses.
 - **Sales Team:** For client acquisition, relationship management, and business development.

Material Requirements

1. **Hardware:**
 - **Servers:** Reliable and scalable servers to support client needs.

- **Computers and Laptops:** High-performance devices for employees.
 - **Networking Equipment:** Routers, switches, modems, and firewalls for secure and efficient network operations.
 - **Backup Devices:** External hard drives, NAS (Network Attached Storage), and cloud backup solutions.
2. **Software:**
- **IT Management Tools:** Remote monitoring and management (RMM) software, helpdesk ticketing systems, and IT asset management software.
 - **Security Software:** Antivirus programs, firewalls, and intrusion detection/prevention systems (IDPS).
 - **Productivity Software:** Office suites (e.g., Microsoft Office 365), project management tools, and collaboration platforms.
3. **Office Supplies:**
- **Furniture:** Desks, chairs, filing cabinets, and conference tables.
 - **Stationery:** Pens, paper, notepads, and other office supplies.
 - **Communication Equipment:** Telephones, headsets, and video conferencing tools

6. OPERATIONS AND EXECUTION PROCESS

Here are the key steps to effectively run and manage an IT support services business in Uttarakhand:

Operations and Execution Process

1. **Business Planning:**
 - **Market Research:** Understand the target market, client needs, and competitor landscape.
 - **Business Plan:** Develop a comprehensive plan outlining your business model, services, pricing strategy, financial projections, and marketing plan.
2. **Legal Compliance:**
 - **Business Registration:** Register your business with the relevant authorities.
 - **Licenses and Permits:** Obtain necessary licenses and permits for operating IT support services.
 - **Compliance:** Ensure compliance with local laws and regulations related to IT services, data protection, and cybersecurity.
3. **Technology Infrastructure:**
 - **Hardware and Software:** Invest in reliable servers, computers, networking equipment, and software tools for IT management and cybersecurity.
 - **Cloud Solutions:** Implement cloud services for data storage, backup, and disaster recovery.
 - **Security Measures:** Set up robust cybersecurity measures to protect client data and systems.
4. **Service Offerings:**
 - **Managed IT Services:** Provide comprehensive management of IT infrastructure, including servers, networks, and workstations.
 - **Technical Support:** Offer on-site and remote technical support for troubleshooting and resolving IT issues.

- **Cybersecurity:** Protect against cyber threats, including malware, ransomware, and hacking attempts.
 - **IT Consulting:** Offer expert advice on IT strategy, system upgrades, and technology implementation.
5. **Staffing:**
- **Hiring:** Recruit qualified IT specialists, customer support staff, and administrative personnel.
 - **Training:** Provide ongoing training to update staff on the latest technologies and best practices.
6. **Marketing and Promotion:**
- **Online Presence:** Create a professional website and maintain active social media profiles to promote your services.
 - **Advertising:** Use online advertising, SEO, and content marketing to attract clients.
 - **Networking:** Build relationships with local businesses and industry professionals to expand your client base.
7. **Customer Service:**
- **Client Onboarding:** Ensure a smooth onboarding process for new clients, including clear communication and documentation.
 - **Support:** Offer 24/7 customer support for emergency issues and ongoing technical assistance.
 - **Feedback:** Collect and analyze customer feedback to continuously improve your services.

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	Software Developer	3	12	0.5	18
2	Website/IT Manager	2	12	0.4	9.6
3	Technical Support Specialists	3	12	0.2	7.2
4	Customer Support	2	12	0.15	1.8
Total					36.60

9. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
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1	Site Selection for Ware House	0.5
2	Arrangement of Finance	1
3	Machinery and Equipment purchase	0.5
4	Developing Portal	0.5
5	Order Integration and and Outbound Operation	0.75
6	Delivery Operation and mobility solution	0.5
7	Track and Trace	0.25
Total time required (some activities shall run concurrently)		4

10. COST OF PROJECT

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
1	Land	-
2	Building (Rented)	0.45
3	Plant & Machinery	2.25
4	Equipment and Furniture Exp.	0.86
5	Misc. Fixed Asset	0.02
6	Preoperative & Preliminary Exp.	0.25
7	Working Capital	4.31
Total Project Cost		8.14

10. MEANS OF FINANCE

Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	3.26
2	Bank Finance	4.89
Total		8.14

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	2	0.40	0.80
2	Laptops with all necessary hardware and installed Windows	2	0.50	1.00
3	Servers and Network Installation	1	0.15	0.15
4	Security System	1	0.20	0.20

5	Communication Devices	-	0.10	0.10
Grand Total Amount				2.25

B. FURNITURE & EQUIPMENT

Sr. No	Particulars	Unit	Price per Unit(Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Networking Equipment	1	0.15	0.15
2	Office Set Up	1	0.50	0.50
3	Back up solutions	1	0.20	0.20
4	Others	-	-	0.02
Total Rs.				0.86

12. SUPPLIERS OF MATERIALS AND EQUIPMENT

Om Shri Sai Suppliers

Address: Khasra NO 523, Kargi Grant, Village Pari Gaon Near Chander Mani Mandir, Dehradun, Uttarakhand 248001

Unnati Building Materials Suppliers

Address: Daurwala Mothrowala, Dehradun, Uttarakhand 248001

Uttarakhand Suppliers

Address: 145, Subhash Nagar, Gurunanak Road, Dehradun, Uttarakhand 248002

Construction and Building Material Suppliers

Address: Athurwala, NEW Bauradi, Koti, Dehradun, Uttarakhand 248140

13. SALES REALIZATION AND PROFITABILITY

Sr. No	Service	Sales in Percentage	INR
1	Technical Support	25.0%	3.15
2	Network Setup and Maintenance	25.0%	9

3	Cloud services	15.0%	4.32
4	Data Backup and Recovery	10.0%	4.32
5	Cybersecurity Services	5.0%	8.1
6	Software Development and Customization	5.0%	18
7	Hardware Support		0.675
8	Training and Support		1.8
9	IT Consulting	15.0%	9
Total		100.00%	58.365

14. PROFITABILITY PROJECTION

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realisation	58.37
B.	Cost of production	
i)	Raw materials	0.00
ii)	Utilities	2.52
iii)	Manpower Cost (Salaries/wages)	36.60
iv)	Administrative expenses	0.40
v)	Packaging Cost	0.05
vi)	Material Lost Cost	0.10
vii)	Selling & distribution expenses	9.00
viii)	Repairs & maintenance	0.10
ix)	Rent	0.45
x)	Interest	0.54
xi)	Misc. expenses	0.00
	Total (B)	49.76
	Gross profit/loss (A – B)	8.60
	Less: Depreciation	0.35
C.	PBIT	8.25
D	Income-tax	-
E	Net profit/loss	8.25
F.	Repayment (Annual)	-0.12
G	Retained surplus (E-F)	8.37

14. BREAK-EVEN ANALYSIS

Fixed cost	
Land & Building Rent	0.45
Depriciation	0.35

Interest	0.54
Manpower	10.98
Total Fixed cost	12.33
Variable cost	
Raw materials	0.00
Utilities	2.52
ManPower	25.62
Administrative expenses	0.40
Selling & distribution expenses	9.00
Total Variable cost	37.54
Contribution margin	36%
Break-Even Point in Value	34.24

15. STATUTORY APPROVALS

The following statutory approvals will be required:

- **Business Registration:** Registering your business with the Registrar of Companies (ROC) under the Companies Act, 2013.
- **GST Registration:** Obtaining a Goods and Services Tax (GST) registration if your annual turnover exceeds the threshold limit.
- **Trade License:** Acquiring a local municipal corporation or district administration license.
- **FSSAI License:** If you plan to sell food products, you'll need a license from the Food Safety and Standards Authority of India (FSSAI).
- **IEC Code:** Applying for an Importer Exporter Code (IEC) if you plan to import or export goods.
- **Shop and Establishment Act License:** Register under the Shop and Establishment Act for compliance with labor laws.
- **Digital Signature Certificate (DSC):** E-filing and other online transactions are required.
- **Data Protection Compliance:** Ensuring compliance with data protection laws, such as the Information Technology Act of 2000.

16. TRAINING CENTERS AND COURSES

Cetpa Infotech Private Limited

- **Address:** Anumangal, GMS Road, Mohit Vihar, Dehradun, Uttarakhand 248001
- **Courses:** Python, Java, Web development, Machine Learning, and more.

IT Planet

- **Address:** Gupta Compound, Aero Drum Road, Haldwani, Uttarakhand 263139
- **Courses Offered:** C, C++, VB, C#.Net, ASP.Net, SQL, Oracle, and more.

□ **IISDT Computer Training Institute**

- **Address:** Shri Arjun Vijar Colony, Jainagar No. 4, Dineshpur Road, Rudrapur, Udham Singh Nagar, Uttarakhand
- **Courses Offered:** Diploma in Computer Application (DCA), Post Graduate Diploma in Computer Application (PGDCA), Advanced Diploma in Computer Application (ADCA), Certificate in Computer Fundamentals, and more.

□ **Brilliant Services**

- **Address:** 1st Floor, Above Gimmebyk, Lalpul Chowk, Near Sgrr School, Patel Nagar, Dehradun, Uttarakhand
- **Courses Offered:** IT Software, Data Science, Data Analytics, and more.

□ **Council of Computer Education Research and Training (CCERT) Authorized Centers**

- **Locations:** Various locations across Uttarakhand, including Dehradun, Kashipur, Ramnagar, and more.
- **Courses Offered:** Basic computer courses, advanced computer courses, data entry, web design, digital marketing, and more.

1. **Swayam Portal (<https://swayam.gov.in>)**

These training centers provide valuable courses in event management, decor planning, and wedding coordination.

Disclaimer

Only a few machine manufacturers are mentioned in the profile, although many 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.