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# Project Proposal & Scope of Work — BKR Academy

## PREPARED BY BASEWORKS FOR BKR ACADEMY MANAGEMENT

This document outlines the detailed deliverables, sitemap, admin access dashboard, and investment structure for the development of BKR Academy's Public Institutional Website & Board Compliance.

### 1. Public Institutional Website & Board Compliance

A custom-designed, fast website structured to drive admissions, establish brand authority, and satisfy all ICSE board transparency mandates.

- **Bespoke UI Design & Brand Identity:** Distinct color palette, typography, optimized campus galleries, and institutional logos.
- **Professional Copywriting:** Complete copywriting for all sections (Principal's Message, academic outlines, rules of conduct).
- **Integrated Institutional Blog:** A custom blog system allowing school admins to publish articles, event reports, academic news, and student highlights.
- **Google Search Visibility (On-Page & Technical SEO):** The website is built with the right structure, content signals, page speed, search-friendly URLs, schema markup, sitemap, and custom error pages — so Google can properly read, index, and surface the school's pages to parents who are actively searching online. Ensures BKR Academy has a credible, discoverable presence on Google from day one.
- **Traffic Analytics & Visitor Insights:** Setup of Google Analytics and Search Console so school management can see how many parents visited, which pages they viewed most, and how many submitted an Admission Inquiry.
- **Premium WhatsApp & Social Sharing Previews:** When the school's website link is shared in WhatsApp groups or on social media, it automatically displays a branded card with the school logo, a professional title, and a summary — not just a raw URL.
- **Privacy & Legal Compliance:** A Privacy Policy page and Cookie Consent banner are built into the website — legally required for any site using analytics tools, and essential for projecting an institutional, trustworthy image to parents.
- **Interactive Integrations:** Interactive map campus routing, direct lead capture forms, annual events calendar, social media links, and a floating WhatsApp click-to-chat button for instant parent contact.
- **1 Round of Free Revisions:** Post-draft review window for design, typography, and copywriting corrections.

#### Website Sitemap & Page Structure:

- **Home Page:** Dynamic slider, Principal's Message, announcement feed, and highlights banner.
- **About Us:** History, Vision & Mission, Leadership profiles, and Campus Infrastructure (labs, library, playfields).

- **Academics:** CISCE Grade-wise curriculum layouts (Nursery to Class 10), Rules of Conduct, and daily school timings.
- **Admissions:** Age-criteria matrix, Fee Structure tables, and downloadable PDF offline forms.
- **Mandatory Public Disclosure:** CISCE Board legally mandated letters, state NOC, building/fire safety clearances, and teaching staff matrix.
- **Campus Life & Activities:** Galleries for sports, clubs, and co-curricular programs.
- **Contact Us:** Location map, contact directory, and interactive admission inquiry form.

## 2. BaseWorks Admin Dashboard Access

BKR Academy management will receive credentials to the Admin Dashboard to control operations:

- **Lead Data Panel:** Real-time tracking, management, and conversion categorization of parent inquiries (from the website's Admission Enquiry Form).
- **Announcements & CMS Control:** Dynamic content editor to publish, edit, or remove website notifications, blog posts, and articles.
- **Workspace Vault:** Encrypted credential repository to secure internal school passwords and administrative access tokens.
- **Transparency Center:** Immediate access to monitor business agreements, milestones, and active invoices with BaseWorks.

## 3. Hosting, Infrastructure & Maintenance Setup (Year 1)

- **Domain Configuration:** Link and configure the client's existing domain.
- **1-Year Free Cloud Hosting:** Included in the project package (renews at Rs. 2,000/year starting Year 2).
- **Lifetime Operational Reliability (Free):** Zero server maintenance overhead. Any bug fixes in original code are covered for free.
- **New Additions:** Any new pages, feature additions, or layout changes outside original scope will be quoted and billed separately.

## 4. Investment Structure & Milestones

Deliverable Phase	Scope Summary	Investment
<b>Phase 1: Public Website &amp; Compliance Setup</b>	UI design, full sitemap pages, SEO setup (GA4 + GSC), copywriting, ICSE compliance sections, domain configuration, social integration, and live deployment.	<b>Rs. 42,000</b>
<b>Operational Support Lifecycle</b>	Free lifetime bug-fixes and zero server maintenance overhead.	Included
<b>Total Project Value</b>	<b>Complete website delivery (Two-Stage Handover)</b>	<b>Rs. 42,000</b>

### Split Payment Schedule:

- **50% Advance (Kickoff):** Rs. 21,000
- **50% on Final Completion:** Rs. 21,000 (after the premium Walker School style site is live)

### Two-Stage Delivery Plan:

- **Stage 1 (Board Review Version):** A clean, compliant website modeled after *vidyashilpacademy.edu.in* deployed live on the client's domain within **2 days** to pass the upcoming ICSE Board Review.
- **Stage 2 (Premium Redesign):** Post-review, BaseWorks will upgrade the website to a high-end, modern design inspired by *thewalkerschool.org* with premium layouts and animations, seamlessly replacing the Stage 1 site.

## 4B. Year 2+ Annual Operational Service (From Academic Year 2027)

BaseWorks does not charge monthly retainers for services that run automatically. From Year 2 onwards, BKR Academy's annual operational services are structured transparently below:

Service	Frequency	What It Covers	Annual Cost
Hosting Renewal	Once per year	High-performance cloud hosting renewal billed directly to BKR Academy	Rs. 2,000
<b>Estimated Annual Total (Year 2+)</b>			<b>Rs. 2,000 / year</b>

*What is NOT charged:* Bug fixes in existing functionality and Admin dashboard access are never billed separately. Feature additions outside the original scope are quoted and billed as separate change orders.

## 5. Phase 2: Secure School Portal (Subscription Service)

When the school is ready to take the next step, BaseWorks offers the Secure Parent & Teacher Portal as a fully managed subscription service — no large upfront investment, no server management, no technical overhead for the school.

- **How it works:** The school pays 3 months of subscription upfront to get started. This activates the portal, covers the complete setup and branding, and secures the service for both parties from day one. From Month 4 onwards, billing continues on a standard monthly cycle — like any other operational utility.
- **What the school gets:** The exact feature scope will be defined together based on the school's needs and priorities at the time of activation. The portal is built to be modular — the school only pays for what they actually use.
- **Why this model works for a school:** Instead of committing to a large one-time cost, the school runs a fully live, professionally managed digital campus on a small, predictable monthly budget — keeping working capital free for where it matters.
- **Data ownership:** The school retains 100% legal ownership of all student records and data at all times. If the school ever wishes to exit, a clean data export is handed over immediately.

*Subscription pricing for Phase 2 will be shared in a separate discussion upon the school's readiness to proceed.*

## 6. Client Responsibilities

To ensure the project is delivered on time and without delays, BKR Academy agrees to provide the following before work commences on each stage:

- **Branding Assets:** School logo and any existing brand color preferences.

- **Campus Photography:** High-quality photos of the campus, classrooms, labs, library, sports grounds, and key events for galleries.
- **ICSE Compliance Documents:** All mandatory PDF certificates — Affiliation Letter, NOC, Society Registration, Building Safety, Fire Safety, Sanitation, and Teaching Staff matrix.
- **Written Content:** Principal's Message, school history, vision & mission, academic details, fee structure, and admission criteria.
- **Domain Access:** DNS login credentials for the existing domain to configure hosting.

*Delays in providing any of the above may affect the Stage 1 and Stage 2 delivery timelines. BaseWorks will not be held responsible for project delays resulting from pending client inputs.*

## 7. Signatures & Acceptance

Agency / Service Provider	Client / School Management
BaseWorks	BKR Academy
Name: Aravind Bhati	Name: _____
Signature: _____	Signature: _____
Date: _____	Date: _____
Contact: +91 9113909950	Contact: _____