



Building the World's Largest Ethical and Highly Skilled Sales Force from Tier 2 & 3 India — Driving the Nation's GDP Growth

EnrolVia is on a mission to build the world's largest ethical, performance-driven sales organisation — starting from Tier 2 and Tier 3 cities — to make India the highest GDP nation of the 21st century.

We're not just selling education. We're delivering **higher-quality, job-ready education** and personalised career guidance that directly fuels India's GDP from the grassroots. By integrating UGC/AICTE-approved online degrees with guaranteed jobs at the time of admission, we remove the structural, cultural, and financial barriers that have kept rural youth — especially women — from contributing to the economy.



About Us

Enrolvia is a brand operated by **KMKSHI JOB CONSULTANCY PRIVATE LIMITED**, a company legally incorporated under the Companies Act, 2013, and registered on **28th June 2024** with the Ministry of Corporate Affairs, Government of India. The company operates as a private limited company limited by shares under CIN **U78300BR2024PTC070194**.

Enrolvia does not function as a university, college, or financial institution. It does not issue degrees, provide educational loans, or offer guarantees of employment. Instead, it provides admission counseling, career guidance, and optional job exposure opportunities to eligible students who enroll through its platform. All job-related opportunities are strictly conditional based on student performance, availability, and participation in prescribed activities.

All services, communications, and agreements conducted through Enrolvia are subject to legal and regulatory compliance under Indian law, and any disputes will fall under the jurisdiction of Bettiah, West Champaran, Bihar.

OUR MOST AMBITIOUS GOAL:



What the photo represents:

On the **left side**, you see the reality for more than 70% of women in rural India — young girls preparing for marriage, engaged in household chores, or limited to traditional roles due to lack of higher education and job opportunities.

On the **right side**, you see the transformation Enrolvia stands for — the same women, now in **corporate attire**, holding laptops, ready to lead in boardrooms, manage businesses, and drive innovation

Empowering 5 Lakh Women by 2030

Our mission is to empower 5 lakh women from Tier 2 and Tier 3 India to rise as experts and business leaders by 2030 — becoming the largest new force driving the nation's GDP growth. This is more than just a target; it's a movement to transform small-town ambition into large-scale economic power, creating an unprecedented wave of skilled female participation in India's growth story.

We believe that when a woman is educated, skilled, and employed, she not only changes her own life but uplifts her family, inspires her community, and strengthens the nation. That's why we focus on delivering **world-class education, hands-on training, and guaranteed job opportunities** to women who have been historically left out of India's economic success.

With every student we train, place, and mentor, we are unlocking hidden potential, turning untapped talent into economic leadership. Step by step, we're building a future where **Bharat's smallest towns become the strongest economic pillars of India — and women stand proudly at the forefront of that transformation.**

This is not just our mission. **This is our promise to the women of India, and to the future of our nation.**

Our Mission



Our Core Purpose

To build the **world's largest ethical and highly skilled sales force** from Tier 2 & Tier 3 India — creating a movement that empowers **5 lakh women by 2030** to become experts, leaders, and active contributors to the nation's GDP.

We aim to break the cycle that limits talented women in small towns to traditional roles, by giving them **world-class education, hands-on training, and immediate job opportunities**. Through our model of “earn while you learn,” we enable women to gain financial independence, professional experience, and the confidence to lead.

This is not just about building careers — it's about transforming communities, driving economic growth from the grassroots, and positioning Bharat's smallest towns as powerful engines in India's growth story.



India's Economic Leadership

For India to lead the world economy, it must unlock the full potential of its untapped talent from Tier 2 & Tier 3 cities — turning ambition into enterprise, and opportunity into measurable growth. Being an **engineer, doctor, lawyer, teacher or accountant** alone is no longer enough.

This transformation demands not just education, but employability, performance, and integrity.

It needs **millions of trained, ethical, and outcome-driven sales professionals**.

That's the solution EnrolVia is building.

EnrolVia's Vision:

To build the world's largest ethical sales organisation — and fuel India's rise as the highest GDP country of the 21st century
Fixing the Education-to-Employment Gap

Problem:

Millions of students graduate every year with degrees, but without jobs, income, or real-world skills.



EnrolVia's Solution:

- **Guaranteed Higher Education Access** – We connect candidates to **UGC-approved Online MBA programs** from top NAAC A+/A++ accredited universities, ensuring they receive a degree that is nationally recognised and industry-respected.
- **Immediate Job Placement** – At the time of admission, each candidate is placed as an **Admission Counsellor** within EnrolVia or our partner network. This means they start their career journey **from Day 1**, without having to wait until graduation.
- **Earn While You Learn** – Students receive a **monthly income** while pursuing their MBA, allowing them to cover personal expenses, support their families, and gain valuable professional experience alongside their studies.
- **Career-Ready Skill Development** – Beyond academics, we provide **sales training, communication workshops, CRM tools mastery, and mentorship** so candidates graduate with both a degree and real-world skills that employers seek.
- **No Financial Barriers** – We offer **0 down payment loans** and **24-month no-cost EMI** options, making quality education and career opportunities accessible to students from even the most remote Tier 2 and Tier 3 towns.

Building India's Ethical Sales Army

Problem:

Sales in India is often seen as low-status, pressure-driven, or unethical.

EnrolVia's Solution:

- Trains candidates to practice ethical consultative sales, not manipulation
- Focuses on storytelling, need-based counselling, and value-led selling
- Builds a nationwide force of trained professionals who sell with integrity

Creating Career Opportunities in Tier 2 & Tier 3 India

Problem:

Most rural and semi-urban youth lack access to quality education and job pathways.

EnrolVia's Solution:

- Removes financial barriers: ₹0 upfront fees, 24-month No-Cost EMI
- Offers remote job roles with training and mentorship
- Opens access to students from regions historically left behind



Combining Education + Employment = Income Mobility



Problem

Traditional education expects students to invest lakhs before they earn anything.



EnrolVia's Solution

- Provides both: a job and an MBA seat simultaneously
- Ensures students start earning ₹30,000–₹78,000 in-hand salaries
- Helps youth gain 2 years of work experience during their MBA itself

Training India's Future Sales & Business Leaders

Problem:

India produces millions of graduates every year — engineers, MBAs, B.Com, BBA, and more — but very few are truly **job-ready** or capable of **driving business revenue**.

The core gaps:

- No real-world sales or business training
- Weak communication, negotiation, and closing skills
- No exposure to how companies actually generate income
- Graduates with degrees, but no ability to perform in high-impact roles

As a result, companies struggle to find skilled business talent, and graduates remain unemployed or underpaid.

EnrolVia's Solution:

We don't just give a degree. We build revenue creators.

EnrolVia offers a **job-first admission model** where students are hired as **Business Development Associates (BDA)** at the time of enrollment into online MBA/BBA/MCA programs from top NAAC A+/A++ universities.

Here's how we solve the problem:

- **Day 1 Job Placement** in revenue-focused sales roles
- **"Learn & Earn" Sales Training Program**
- **Parallel Online Degree + Paid Work Experience**
- **Zero Upfront Cost with 24-Month No-Cost EMI**
- **₹15K–25K during training, ₹7–9 LPA after completion**

We equip students with the **skills, experience, and income** to become **future sales leaders** — not just degree holders.



Scaling with a Purpose-Built System

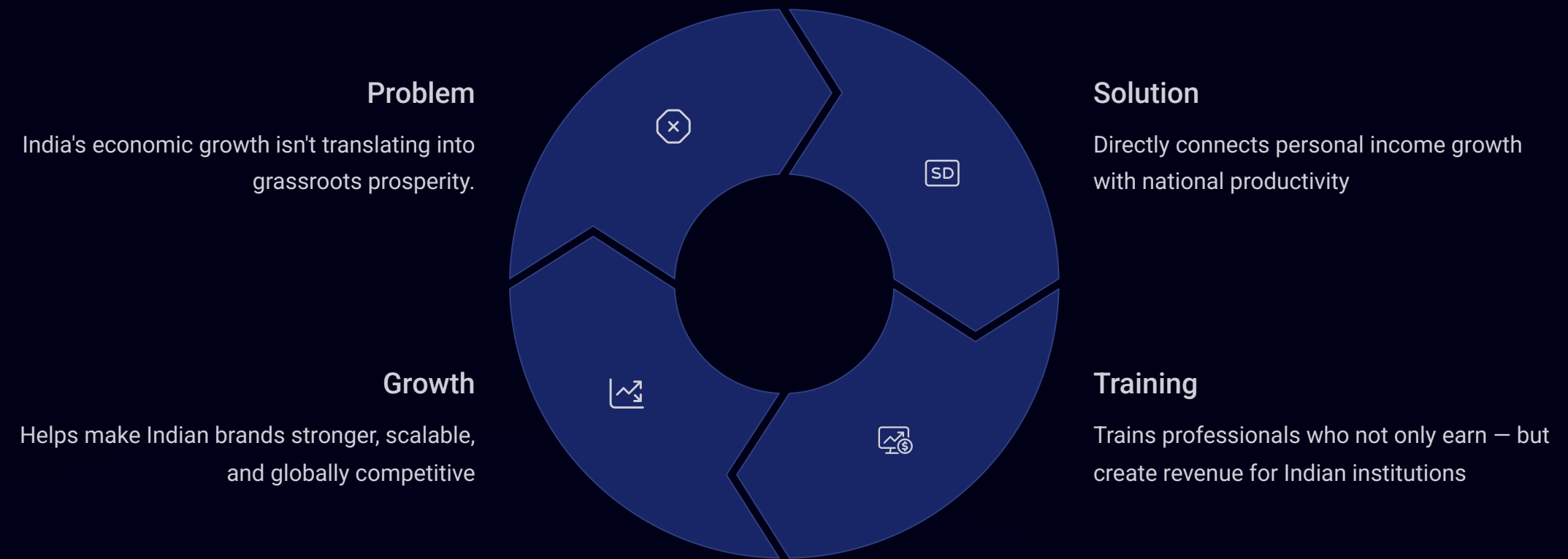
Problem:

Most job training programs are scattered, slow, and unscalable.

EnrolVia's Solution:

- Centralised onboarding, interview & training process
- Scalable remote operations
- Digital-first platform that can onboard thousands every month

Reinforcing National Growth with Career Growth



The Outcome:

By 2030, EnrolVia aims to:

10 Lakh+ Professionals Train and place 10 lakh+ ethical sales professionals	GDP-First Movement Build a GDP-first career movement across India	#1 Platform Become the #1 platform where education = income, not debt
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Summary: EnrolVia's Vision for India

EnrolVia isn't just a career platform.

It's a national force —

empowering 5 lakh women from Tier 2 & Tier 3 India to become experts and business leaders by 2030.

We turn small-town ambition into economic power, delivering education, skills, and jobs from Day 1 — shaping India's GDP through a new wave of skilled female leadership.

This is how we will make India the highest GDP country of this century.



Join EnrolVia in building the world's largest ethical sales organisation and powering India's economic rise.

JOB DESCRIPTION

Join EnrolVia – Business Development Roles

Launch Your Sales Career at EnrolVia. From Trainee to Associate –
Earn ₹7–9 LPA | Remote Work



Job Overview & Responsibilities

Start as a Business Development Trainee BDT with 30 days of training. Upon meeting your target, get promoted to Business Development Associate BDA, receiving a fixed salary, performance incentives, and leadership opportunities.

Key Responsibilities

- Guide students on course/university selection
- Close enrolments with calls & follow-ups
- Maintain regular communication with students & parents
- Achieve sales targets
- Update and track progress in the CRM system
- Attend daily review meetings and submit performance updates
- Coordinate with internal teams for issue resolution and onboarding
- Assist in digital outreach campaigns, webinars, and promotional events
- Generate and manage potential student leads through outreach and referrals

Eligibility

- Graduate (Sales/Marketing background preferred)
- Strong verbal and written communication skills
- Confidence in sales conversations and basic negotiation
- Comfortable with **calling and video meetings** as part of daily work
- Must own a laptop/PC with a stable internet connection
- **Age Limit:** 20–30 years
- **Language:** Hindi communication required; English proficiency preferred
- **Location:** Open to candidates from all regions of India (Tier 2/3 cities encouraged to apply)

Business Development Trainee & Salary Structure

Note: This structure rewards consistent effort and maintains full transparency on stipend eligibility based on **attendance, call logs, updates, and task completion** during each OJT (On-the-Job Training) month.

OJT (On Job Training) Period

- **Duration:** 30 days (initial month)
- **Target:** 2 confirmed admissions within the OJT month
- **Stipend:** ₹15,000 (awarded only after meeting the OJT target)
- **Incentive:** ₹2,500 × 2 = ₹5,000 (for meeting target)

OJT Month 1 – Performance Outcomes

1. **0 Sales:**
 - If *input quality is good* and **Training Manager provides positive feedback**, candidate gets **1-month OJT extension** (no stipend or incentive for first month).
 - If input is poor, OJT is discontinued.
2. **1 Sale:**
 - Candidate receives **₹7,500 stipend (50%) + ₹2,500 incentive**.
 - Not promoted to BDA role yet.
 - If *input quality is good* and **Training Manager provides positive feedback**, candidate gets **1-month OJT extension** to achieve target.
3. **2+ Sales:**
 - Full **₹15,000 stipend** + applicable incentives.
 - Candidate moves to **BDA role** as per promotion policy.

Incentives are released after a 15-90 day verification period from the admission date.

Business Development Trainee (BDT – On-the-Job Training)

Why We Follow an Output-Based Stipend Instead of a Fixed Stipend

In sales, results matter. Companies hire for performance, not just attendance. Our BDT model is designed to prepare you for the real market, where income is tied to output. This isn't to cut costs — it's to make sure you get industry-ready skills, real experience, and a portfolio of actual results that future employers value.

Why This Works for You

- **Real-World Training** – You'll learn professional sales processes, CRM tools, communication skills, and product knowledge that companies expect from experienced hires.
- **No Financial Risk** – You get this training at **zero cost**. Most institutes charge you lakhs for similar training without job placement; here, you can start earning during training itself.
- **Performance-Based Rewards** – If you achieve results, you can earn much more than a fixed stipend would allow — right from Day 1.
- **Work From Home Advantage** – Save on travel time, transport costs, and relocation. You work from the comfort of your home while learning.
- **Faster Career Growth** – Output-based models help you understand how sales targets work in real companies. This gives you an edge over others who've only done classroom training.
- **Direct Path to a High-Paying Job** – Successful trainees move straight into ₹4–6 LPA fixed roles + incentives, without going through another interview process.

But what if you work hard and don't make sales?

Sales is about measurable outcomes. In any company, a full month of work without results leads to re-training or termination — it's the reality of the profession. Here, you get the advantage of:

- Learning with **real leads** and **live market exposure**, not just theory.
- Coaching from experienced managers to help you improve.
- The ability to start again in the next cycle, armed with better skills and confidence.

Think of the BDT as your **real-world sales gym** — you put in the effort, we give you the tools, the environment, and the opportunity to earn. Your output shows whether you're ready for the main game — the high-paying role that follows.

Career Growth Path

Business Development Trainee (BDT)

Complete OJT with 2 confirmed sales in a month

Business Development Associate (BDA)

2-4 Admissions: BDA @ ₹7 LPA (4 Fixed + 3 Variable)

Senior Business Development Associate (Sr. BDA)

5-6 Admissions: Sr. BDA @ ₹8 LPA (5 Fixed + 3 Variable)

Business Development Manager (BDM)

6+ Admissions: BDM @ ₹9 LPA (6 Fixed + 3 Variable)

Note: Fixed component of CTC (e.g., ₹5L in 8LPA or ₹6L in 9LPA) depends on ongoing sales performance and target achievement.

1

Post-OJT Fast Track

6 enrolments/month for 2 months → BDM

2

Standard Track

4 enrolments/month for 3 months → Promotion Interview

Sale Counting Rules

What counts as a 'Sale':

Sale Type	Sale Count
Course with Job Placement (Full Fee)	1 Sale
Course with Job Placement (Semester Fee)	0.25 Sale
Course without Job (Full Fee)	2 Sales
Course without Job (Semester Fee)	0.5 Sale

  For a sale to be counted the **total collected revenue from that admission must be equal to or greater than ₹1,50,000.**

Only confirmed admissions with verified fee payment count.

OJT Incentive & Payout Chart

- Based on **sales count**
- Includes **stipend + per-sale incentive**
- Applies during your **training period (30 days)**

Sales Count	Collected Revenue (₹)	Stipend (₹)	Incentive (₹)	Total OJT Payout (₹)
1	1,50,000	7500	2500	10000
2	3,00,000	15000	5000	20000
3	4,50,000	15000	10500	25500
4	6,00,000	15000	14000	29000
5	7,50,000	15000	25000	40000
6	9,00,000	15000	30000	45000
7	10,50,000	15000	35000	50000
8	12,00,000	15000	40000	55000
9	13,50,000	15000	45000	60000
10	15,00,000	15000	50000	65000

Incentives are released after a 15-90 day verification period from the admission date.

2. Probation Period

Duration: Next 3 Months after OJT

Status: Temporary Employee

Why it's important:

- Tests if you can **work consistently**, not just once.
- Builds the habit of **target-based work** with **real responsibility**.
- Prepares you for long-term role — slowly, with support and salary.

For You:

- You start earning a **salary + incentives**.
- You build the **discipline and experience** needed for real success.
- You get **HR and Manager support** to grow professionally.

Probation Period (3 Months After OJT)

Monthly Salary Payout:

100%

Minimum 3 Sales

Full Salary

50%

2 Sales

Half Salary

25%

1 Sales

Quarter Salary

0%

0 Admissions

No Salary

Example: An employee with 1 admission will receive 25% of salary for that month.

Probation Incentive & Payout Chart

Sales Count	Collected Revenue (₹)	Fixed Salary (₹)	Revenue-Based Incentive (₹)	Total Probation Payout (₹)
1	1,50,000	8333	1500	9833
2	3,00,000	16667	3000	19667
3	4,50,000	33333	4500	37833
4	6,00,000	33333	9000	42333
5	7,50,000	33333	15000	48333
6	9,00,000	33333	22500	55833
7	10,50,000	33333	31500	64833
8	12,00,000	33333	42000	75333
9	13,50,000	33333	54000	87333
10	15,00,000	33333	67500	100833

✓ Both the **OJT** and **Probation** charts now clearly include this note:

1 Sale = ₹1,50,000+ collected revenue

Incentives are released after a 15-90 day verification period from the admission date.

Permanent Employment Confirmation

Review Criteria:



Input

Calls, CRM, follow-ups, attendance



Output

Admissions, revenue



Intention

Attitude, learning mindset

After confirmation:

- Salary is fixed
- No deductions for underperformance
- Underperformance triggers PIP

OJT vs Probation Payout Chart

Sales Count	Collected Revenue (₹)	OJT Total Payout (₹)	Probation Total Payout (₹)	Difference (Probation - OJT) (₹)
1	1,50,000	10000	9833	-167
2	3,00,000	20000	19667	-333
3	4,50,000	25500	37833	12333
4	6,00,000	29000	42333	13333
5	7,50,000	40000	48333	8333
6	9,00,000	45000	55833	10833
7	10,50,000	50000	64833	14833
8	12,00,000	55000	75333	20333
9	13,50,000	60000	87333	27333
10	15,00,000	65000	100833	35833

Permanent Employee Monthly Performance

Salary is not held, but actions are taken:



3+ Admissions

100% Salary + Eligible for Rewards



2 Admissions

100% Salary + Warning + Training



1 Admission

100% Salary + Enrolled in PIP



0 Admissions

100% Salary + PIP + Serious Review

Understanding PIP (Performance Improvement Plan)

Purpose: To support, not punish, underperformers with structure and coaching.

Duration: 15 - 60 days with fixed monthly targets

Includes: Weekly check-ins, specific goals, HR/Manager guidance

Salary Policy During PIP

Case 1: High Input, Low Output - 100% Salary

Case 2: Poor Input + Output - Salary between 0%-75% (HR decides)

Based on CRM, attendance, effort, seriousness

What Happens If PIP Target



Achieved

Full salary resumes, PIP closed

If Not Achieved

PIP extension if possible or termination

Summary:

- Serious effort = Support
- Negligence = Consequences

Why This System Works

Fair

Our system is structured and transparent, providing clear expectations for all employees.

Supportive

Gives second chances through PIP and encourages honesty and long-term growth.

Growth-Oriented

Creates a secure and growth-driven workplace where dedication is rewarded.

Goal: Secure and growth-driven workplace

EnrolVia Candidate FAQs

Question	Answer
Is this a full-time job or a freelance/part-time opportunity?	This is a full-time salaried job with fixed working hours, offer letter, salary, and incentive structure — just like any professional corporate job.
Is salary fixed or is it held based on performance?	Salary is fixed after the OJT period. During Probation, salary payout depends on performance slabs. After confirmation, 100% salary is fixed and paid on time every month.
What is the OJT period and how is it different from Probation?	OJT (30 days) is training + testing where you prove your basic skills. Probation (3 months) is the trial period with salary based on performance. After this, you become a permanent employee.
Do I get any stipend or incentives during OJT?	Yes. If you complete 2 valid admissions, you get ₹15,000 stipend + sales-based incentives. Even if you complete 1 admission, you get ₹7,500 + incentive.
What if I don't perform during OJT?	If minimum expectations are not met (2 admissions), and effort is missing, your selection may not proceed. But if your effort is visible, you may get extended support.
Do I get salary during the Probation Period?	Yes. Salary starts after OJT. You earn ₹33,333/month (₹29,500 in-hand), but salary is linked to performance slabs — 3+ sales = 100%, 2 sales = 50%, etc.
Do I get incentives during probation?	Yes. You get monthly incentives based on total revenue collected. Percentage starts at 1% and goes up to 4.5% depending on revenue slab.
What happens if I try my best but don't get results?	You will NOT be terminated for poor results if your effort, attendance, and intent are clear. EnrolVia values effort and will give you time and coaching.
What is PIP (Performance Improvement Plan)?	PIP is a 15–60 day improvement phase after probation for employees who need more time. It includes clear targets, support, and review — not punishment.
Is there any job security at EnrolVia?	Yes. After probation, you are a confirmed full-time employee with 100% salary security, incentive access, and career growth inside EnrolVia.

Connect with EnrolVia

Whether you're looking to understand our operational framework, verify our credentials, or simply get in touch, EnrolVia maintains full transparency and accessibility. Our dedicated teams and points of contact are spread across India, ensuring that comprehensive support and detailed information are always within your reach.

Legal Information

Legal Entity: KMKSHI JOB CONSULTANCY PRIVATE LIMITED

Brand Name: EnrolVia

CIN: U78300BR2024PTC070194

Corporate Headquarters

Our main office is located in Bihar, serving as the central hub for our operations and administrative functions.

2nd Floor, RG37+VG2, Supriya Cinema Road,
beside 7th Heavens & Arora Sweets,
Kamalnath Nagar, Bettiah, Bihar 845438

Phone: [+91-8031405164](tel:+91-8031405164)

Reach Out to Us

For general inquiries, support, or further information, please use the following contact details. Our team is ready to assist you.

- **Website:** www.enrolvia.com
- **Email:** contact@enrolvia.com

Key Contact - Greater Noida

EnrolVia also has a presence in other key locations. For specific inquiries in the Delhi NCR region, you may contact:

- **Location:** Greater Noida West, Panchsheel Green 201306
- **Contact Person:** Keshav Rana (MD of Company)
- **Mobile:** [8534832911](tel:8534832911)
- **Email:** md@enrolvia.com

EnrolVia is committed to providing accessible and clear communication channels. Our presence across Pan-India allows us to cater to diverse needs and ensures personalised support for all our stakeholders.