



# THE GEORGE TELEGRAPH TRAINING INSTITUTE



**Transforming the skill landscape**  
N.S.D.C – under The Ministry of Skill Development  
& Entrepreneurship, Govt. of India.

## Heritage Scheme For Full Authorized Training Centre



N.S.D.C – Under The Ministry of Skill Development & Entrepreneurship, Govt. of India.

## TRAINING PARTNER



## THE GEORGE TELEGRAPH TRAINING INSTITUTE

### Administrative Office

31A Shyama Prasad Mukherjee Road, Kolkata – 700025 • [www.georgetelegraph.org](http://www.georgetelegraph.org)  
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### Main Training Centre

136 Bipin Behari Ganguly Street, Kolkata – 700012  
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## FROM THE PRINCIPAL'S DESK

Dear prospective franchisee,

We, The George Telegraph Training Institute are committed to the vision of our Founder, "To provide means of income generation to the youth of India." This philosophy has nourished three generations of Indians and we are proud that many of our present students are grandsons/ granddaughters of our first alumnae.

In the process our Institute has established itself as the premier source of vocational training in a spectrum of job oriented courses designed to enable our students either to enter into employment as qualified professionals or to establish their own business units.

Our dedication to quality teaching since **1920** has earned for us widespread goodwill that we nurture through careful monitoring of standards and regular up gradation of our courseware. This was also recognized by the National Skill Development Corporation (NSDC), a Government of India Project, making us their Training Partner and affiliating all the courses run by GTTI.

A perusal of the succeeding pages will prominently present to you the benefits of entering this field. If you feel that you would like to establish a viable business in the noble profession of transforming the lives of young men and women to make them valuable members of our society we shall be pleased to welcome you to The George Telegraph Training Institute (GTTI) family.

With best wishes,

Principal



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## **HERITAGE**

The George Telegraph Training Institute, one of the pioneers of education in India, was established on 16th May, 1920 in response to the potential gravity of the unemployment problem. It is a registered trust and a ISO 9001:2015 certified Institute dedicated to human resource development to meet the requirement of the Indian industries. The George Telegraph Training Institute is a training partner of National Skill Development Corporation (NSDC) which is under the Ministry of Skill Development and Entrepreneurship, Government of India. All the courses of all centers of the Institute are affiliated to N.S.D.C. Certificates of all courses shall also carry the logo of N.S.D.C. This certificate would give the students of the Institute an edge over others for securing government jobs and also skill related jobs in the private sector. Within a brief period of establishment, George Telegraph was recognized as a centre of excellence by diverse bodies such as the British Army, the British Railway Board, Ministry of Communications - Government of India, Department of Labour - Government of India, Railway Board, New Delhi, Maritime Authorities and various Chambers of Commerce. Today, it offers a most comprehensive range of certificate and diploma courses in the fields of electronics engineering, electrical engineering, mechanical engineering, civil engineering, commercial practice, communicative studies, media studies and computer software through a network of more than 70 centres in Eastern India.

The George Telegraph Training Institute is at present imparting training to more than 25,000 students located in West Bengal, Orissa, Assam & Tripura. The Main Centre is at 136, B. B. Ganguly Street, Kolkata - 700012 (Sealdah). The George Telegraph Training Institute is dedicated in providing to the underprivileged youth relevant training that enables them to become economically independent. Our mission is to ensure that participants in our training programmes emerge with the ability to secure employment or to become self-employed in their respective fields.

## **CURRICULUM**

**We provide work-oriented training through more than 80 courses divided into twelve disciplines:**

1. Electronics Engineering
2. Electrical Engineering
3. Mechanical Engineering
4. Civil Engineering
5. Commercial Practice
6. Communicative Studies
7. Computer Software
8. Beauty & Wellness
9. Paramedical Science
10. Data Science
11. Interior Designing
12. Film & Television



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## TRAINING

Our training is conducted through standardized syllabi, which are revised annually to keep pace with the changing technology. To enable this, we are associated with leading manufacturing companies of India, whose experts are empanelled as members of our Board of Studies.

## ASSOCIATIONS & ACCREDITATIONS

- The George Telegraph Training Institute is an ISO 9001:2015 certified Institute.
- Our CRISIL SME rating is 'SME2' which is high level of creditworthiness, adjudged in relation to other SMEs.
- The Institute is a training partner of National Skill Development Corporation (NSDC). NSDC is under the Ministry of Skill Development & Entrepreneurship, Govt. Of India.
- The Institute is affiliated to Netaji Subhas Open University (Recognised By U.G.C.)
- Training partner of various Sector Skill Councils such as Indian Iron and Steel Sector Skill Council (IISSC), Power Sector Skill Council (PSSC), Telecom Sector Skill Council (TSSC), Automobile Skill Development Council (ASDC), Indian Plumbing Skill Council (IPSC) etc.
- It is affiliated to Paschim Banga Society for Skill Development (PBSSD) under Technical Education and Training Department, Govt. Of West Bengal. PBSSD has approved 32 centres of the Institute as Training Provider for implementing various Government Skill Development programmes in West Bengal.
- The Automobile Engineering Department is closely associated with the automobile giant Mahindra , for the implementation of their M-STEPS programme to keep pace with the advancement of technology.
- Aliah University in association with George Telegraph offers students of minority communities job-oriented courses at nominal cost.
- Corporate tie-ups, for training with 100% placement assurance with Eureka Forbes, Godrej, Voltas, IFB, Carrier Midea India, TVS Motors and Maruti Suzuki.
- Running short term vocational courses at various centres duly sponsored by the respective Municipality under the State Urban Development Agency (SUDA) Scheme.
- As a CSR Project, Texmaco has associated with George Telegraph to conduct courses on Electrical Technician, Mobile & Telephone Repairing Technician, Civil Construction Technology, Welding & Fabrication Technology, Mechanical Draughtsmanship with CAD and Computer Hardware.
- ONGC conducts courses at the Agartala Centre, as their CSR Project.
- George Telegraph in association with Sahaj imparts training at numerous rural locations through e-learning.
- George Telegraph has tied up with Bosch on a joint venture for imparting training programmes on Automobile Engineering at the Sealdah Centre.



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- George Telegraph, in collaboration with Daikin India, has started a new course- 'Daikin Air-Conditioning Engineering' at its Sealdah Centre.
- George Telegraph also undertakes various courses under the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) Scheme of Ministry of Skill Development & Entrepreneurship, Govt. of India.
- West Bengal Minority Development & Finance Corporation Ltd. Or WBMDFC regularly awards training programmes to our institute for the skill development of Minority students.
- National Urban Livelihoods Mission (NSDC NULM) projects are also undertaken in various states.
- George Telegraph has undertaken CSR projects, in collaboration with Eastern Coal Fields Ltd at Durgapur and Asansol centres, with National Thermal Power Corporation Ltd at Burdwan and Farakka and in collaboration with Rural Electrification Corporation Ltd at Sealdah, Kalyani, Barasat and Siliguri centres.
- The Institute conducts many courses at multiple locations in different states of Eastern India under various Government projects and schemes belonging to Central and State Governments.
- The George Telegraph Smart Centre (Serampore) is associated with Narasinha Dutt College , Howrah .

## **BOARD OF STUIDES (BOS)**

The Institute is well connected with Industries and Corporate Houses related to our field of studies. The Board of Studies consists of leading product manufacturers who advice and help in designing and updating the courses. They also help in post course training and recruitment.

**The function of the Board of Studies is to provide us with assistance in the following areas:**

1. Advice on the formulation of syllabus.
2. Conduct of Advance Technology Workshops for Faculty.
3. In-course training workshops for senior students.
4. Post-course training to students in service centres /offices.

## **PUBLIC RELATIONS**

The George Telegraph Training Institute has a professionally managed Public Relations Department, which not only handles media communication but also comprises of a Corporate Communication Cell and a Placement Cell totally dedicated to their respective areas of service to the industry and students.



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## CORPORATE COMMUNICATIONS CELL

This Cell is dedicated to interact with the industry on a regular basis to act as a bridge between the Industries related to our fields of study and the Institute and also to fulfill the human resource requirement of the industry.

## PLACEMENT CELL

Placement activities are controlled by a Central Placement Cell, which maintains a computerised database of all registered candidates. In addition, each centre has its own Placement Cell. We provide the unique service of free and suitable placement assistance for all our former students throughout their working lives. The Central Placement Cell places more than 3000 students every year.

## OTHER ACTIVITIES

Along with its role as a provider of human resource, the Institute is a leading provider of training and assessment services to public and private sector organisations. Some of the organisations served in the recent past are:

- |                               |                                  |                                       |
|-------------------------------|----------------------------------|---------------------------------------|
| ✧ ABC India                   | ✧ Airports Authority of India    | ✧ Akai                                |
| ✧ Amtrex Hitachi              | ✧ BPL                            | ✧ Bank of Tokyo Mitsubishi            |
| ✧ Bajaj Auto                  | ✧ Blue Star                      | ✧ Botanical Survey of India           |
| ✧ Birla Tyres                 | ✧ Burn Standard                  | ✧ Carrier Aircon                      |
| ✧ Consulate of the USA        | ✧ Department of Posts            | ✧ Eicher                              |
| ✧ Electrolux                  | ✧ Enfield India                  | ✧ Escorts                             |
| ✧ French Motor Car Company    | ✧ Frieb's Stre                   | ✧ Gassin Pierre                       |
| ✧ GATI                        | ✧ Global Telesystems             | ✧ Godrej Appliances                   |
| ✧ HCL Infosystems             | ✧ Hero Honda                     | ✧ Hindalco Industries                 |
| ✧ Hindustan Motors            | ✧ Incorporated Engineers Limited | ✧ IIM                                 |
| ✧ IMRB                        | ✧ Indian Railways                | ✧ ITI                                 |
| ✧ Jet Airways                 | ✧ Kotak Mahindra                 | ✧ LG Electronics                      |
| ✧ M.N. Dastur                 | ✧ Magma Marketing                | ✧ Mahindra & Mahindra                 |
| ✧ Maruti Udyog                | ✧ Millennium Infosystems         | ✧ Modi Xerox                          |
| ✧ National Open School        | ✧ National Panasonic             | ✧ National Council of Science Museums |
| ✧ National Telecom of India   | ✧ Needs                          | ✧ Neosa Electronics                   |
| ✧ Ocean International         | ✧ ORG MARG                       | ✧ Onida                               |
| ✧ Philips India               | ✧ Phoenix                        | ✧ Power Grid Corporation              |
| ✧ Royal Consulate of Thailand | ✧ Reserve Bank of India          | ✧ Sahara India                        |
| ✧ SEBI                        | ✧ Samsung                        | ✧ School Circle                       |
| ✧ Sinclair & Company          | ✧ Sony India                     | ✧ State Trading Corporation of India  |
| ✧ T & I Limited               | ✧ TALE                           | ✧ Tata Elxsi                          |
| ✧ Tata Motors                 | ✧ Tempcon                        | ✧ The Ramakrishna Mission Institute   |
| ✧ Titan                       | ✧ Thomson Consumer Electronics   | ✧ USIS                                |
| ✧ Videocon International      | ✧ Webel Nicco                    | ✧ Zenith Computers                    |
| ✧ Seacom Marine College       | ✧ Modern Latex(India)Ltd.        | ✧ Lexus Motors                        |
| ✧ Reliance Communication      | ✧ HP                             | ✧ Hita Tech. Pvt. Ltd                 |
| ✧ CMC infosystem Pvt. Ltd.    | ✧ Sharp                          | ✧ Neosa Electronics Pvt. Ltd.         |
| ✧ ENSO Secutrack Ltd.         | ✧ Hindustan Cargo Ltd.           | ✧ Eureka Forbes Ltd.                  |
| ✧ Merlin Projects Ltd.        | ✧ CMRI                           | ✧ Columbia Asia                       |





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## THE PARTNERSHIP INITIATIVE

### THE OBJECTIVE

Throughout its existence of more than nine decades the Institute has strived to eliminate the problem of unemployment by providing job-oriented training to young men and women, thereby empowering them towards a successful career.

In this, the policy of the Institute has always been to concentrate on the underprivileged youth of average merit. Over the years the Institute has built on its formidable reputation and widespread goodwill to reach out to an ever wider population by opening new centres in other state capitals and district towns.

The rapidly evolving industrial economy of modern India is generating and increasing demand for skilled human resource and the Institute has decided to increase its services to the nation by accelerating its process of reaching out to the masses.

In order to achieve this objective, the Institute has resolved to license the use of its name, its self-developed courses and pedagogical methods to committed individuals, groups or companies who wish to contribute to the welfare of our youth.

### RECENT INITIATIVES

The Institute has always maintained a close liaison with government, non-government and private organisations to ensure the industrial relevancy of its courses. New measures have been initiated within its Continuous Development Process to guarantee that students graduating from our courses are of a quality above that of any comparable institute. Some of these initiatives are:

1. Continuing education for organisational personnel in new and emerging technology and communication processes.
2. Ensuring academic up gradation of faculty members through workshops and seminars.
3. Compulsory concurrent training of all students of long term courses in English Language and Personality Development.
4. Development and Maintenance of academic bodies in India and abroad for access to evolving methodologies.
5. Development and maintenance of associations with manufacturing and service companies to access leading edge technological training.
6. Industrial consultancy for recruitment and testing of staff.



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## **THE HERITAGE OFFER**

### **OUR COMMITMENT**

- We shall provide you the license to use our heritage, status and goodwill.
- We shall license the use of our self-developed courses and standardized training methodology
- We shall advise on the procedure for establishment, planned development and growth of the centre.
- We shall monitor the operations of the centre, in both academic conduct and administrative procedures, to ensure adherence to standardized norms.
- We shall conduct the final assessment and provide the necessary certification to successful trainees.
- We shall permit the registration of the successful trainees for placement through our Central Placement Cell.
- We shall train your counselor and Centre – in – Charge after recruitment.

### **YOUR RESPONSIBILITY**

- You will arrange for the space of suitable dimensions, as per our external specifications, for the establishment of a training centre.
- You will provide the investment required as per your choice of courses from the combinations offered.
- You will provide the infrastructure and training equipment required for the operation of a centre and conduct of courses.
- You will employ the necessary staff and faculty for the operation of a centre and conduct of courses.





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## REQUIREMENTS FOR HERITAGE CENTRE

1. Possession of an establishment, either self-owned or leased, with an approximate carpet area minimum of 3000 - 3500 sq.ft. in a central location, on a main road, easily accessible by public transport.
2. Capability to invest an initial amount of Rs.26 lakhs (approximately). This will include expenses on preparing basic infrastructure, purchase of training equipment, training in technical know-how, registration fees and other miscellaneous expenses.
3. Registration Fees –
  - a. Option 1: Rs. 7 lakhs only. (One time payment), or
  - b. Option 2: Rs.4 lakhs only (One time payment) plus Rs.1 lakh every year at the time of renewal.
4. Royalty fees: 25% of total collection every month
5. Courses Offered:
  - a. Electrical & Electronics Appliance Engineering - 6 Months
  - b. Mobile & Telephone Repairing Technician - 12 Months
  - c. Mobile & Telephone Mechanic – 6 Months
  - d. CCTV Installation Technician - 3 Months
  - e. Computer Hardware & Advanced Network Engg. – 24 Months
  - f. Computer Hardware Engineering with Networking (LAN) – 18 Months
  - g. Chip Level Laptop Repairing – 6 Months
  - h. Electrical Technician – 12 Months
  - i. Automobile Engineering – 24 Months
  - j. Automobile Technician – 12 Months
  - k. Air-conditioning & Refrigeration Engineering – 24 Months
  - l. Air-conditioning & Refrigeration Technician – 12 Months
  - m. Professional Executive Secretary – 12 Months
  - n. Diploma in Computer Application & Programming – 12 Months
  - o. Tally GST – 3 Months
  - p. Computer Application & Office Management – 12 Months



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## INVESTMENT DETAILS

SL	PARTICULARS	Year 1 Approx	Year 2 Approx	Year 3 Approx	Year 4	Amount (Rs.)
					Approx	
1	Registration Fee (Non refundable)	700000				700000
2	Training Equipments	1754553	359034	NIL	NIL	2113587
3	Administrative Equipments	60000	-	-	-	60000
4	Class Room & Workshop Furniture	275000	-	-	-	275000
5	Office Furniture	100000	-	-	-	100000
	<b>TOTAL</b>	<b>2889553</b>	<b>359034</b>	<b>-</b>	<b>-</b>	<b>3248587</b>

*Note: Investment required is based on our experience and is indicative only*



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## REVENUE PROJECTION

SL No.	Course Name	Course Fees	1st Year	2nd Year	3rd Year
			Approx 8 Students	Approx 12 Students	Approx 16 Students
1	Electrical & Electronics Appliance Engineering - 6 Months	25000	200000	300000	400000
2	Mobile & Telephone Repairing Technician - 12 Months	43200	345600	518400	691200
3	Mobile & Telephone Mechanic – 6 Months	24100	192800	289200	385600
4	CCTV Installation Technician - 3 Months	12000	96000	144000	192000
5	Computer Hardware Engineering with Networking (LAN) – 18 Months	61900	495200	742800	990400
6	Chip Level Laptop Repairing – 6 Months	19200	153600	230400	307200
7	Electrical Technician – 12 Months	47500	380000	570000	760000
8	Automobile Engineering – 24 Months	96100	768800	1153200	1537600
9	Automobile Technician – 12 Months	38900	311200	466800	622400
10	Air-conditioning & Refrigeration Engineering – 24 Months	91600	732800	1099200	1465600
11	Air-conditioning & Refrigeration Technician – 12 Months	48000	384000	576000	768000
12	Professional Executive Secretary – 12 Months	32000	256000	384000	512000
13	Diploma in Computer Application & Programming – 12 Months	41200	329600	494400	659200
14	Tally GST – 3 Months	7800	62400	93600	124800
15	Computer Application & Office Management – 12 Months	39000	312000	468000	624000
16	Computer Hardware & Advanced Network Engg. – 24 Months	81500	652000	978000	1304000
	<b>Total</b>		<b>5672000</b>	<b>8508000</b>	<b>11344000</b>

*Note: Revenue projections are based on our experience and does not constitute any guarantee on our part.*



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## EQUIPMENT COST

SL No	NAMES OF COURSES	TOTAL PRICE  (in Rs.)	DURATIO N	BUDGET YEAR WISE		
				1 <sup>st</sup> Year  (in Rs.)	2 <sup>nd</sup> Year  (in Rs.)	3 <sup>rd</sup> Year  (in Rs.)
1	Computer Lab	305000	NA	305000	NA	NA
2	2-3 wheelers (Automobile Tech.)	97263	1 year	97263	NA	NA
3	A.C. & Refrigeration Engineering	273669	2 years	163129	110540	NA
4	AC Technician					
5	Automobile Engineering	822635	2 year	598235	224400	NA
6	Computer Application Programming	122230	1 year	122230	NA	NA
7	Computer Hardware Engineering	127408	18 months	103314	24094	NA
8	Computer Hardware Technician					
9	Electrical Technician	243059	1 year	243059	NA	NA
10	Mobile Telephonic (6 M)	106823	6 months	106823	NA	NA
11	Mobile Telephone Repairing Technician					
12	Professional Secretarial Practice	15500	1 year	15500	NA	NA
<b>GRAND TOTAL</b>		<b>2113587</b>		<b>1754553</b>	<b>359,034</b>	<b>NIL</b>

*Note: Equipment costs are as prevalent at the time of issue and may vary depending on time and location.*



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## HUMAN RESOURCE COSTS: ACADEMIC

Sl. No.	COURSE NAME	Salary	Year 1	Year 2	Year 3	Total
		(Rs./ Month)	(Rs./ Annum)	(Rs./ Annum)	(Rs./ Annum)	Approx
1	Electrical Technician.	15000	180000	158400	174240	512640
2	Mobile and Telephone Repairing Technician.	15000	180000	158400	174240	512640
3	Mobile and Telephone Mechanic.					
4	Automobile Engineering Automobile Technician	15000	180000	158400	174240	512640
6	Air conditioning & Refrigeration Engineering	15000	180000	158400	174240	512640
7	Air conditioning & Refrigeration Technician					
10	Computerized Financial Accounting and Computer Application and Programming	12000	144000	158400	174240	476640
11	Communicative English & Personality Development 6 Months	10000	120000	132000	145200	397200
12	Computer Aided Drafting (CAD)	10000	120000	132000	145200	397200
13	Professional Executive Secretary 12 Months	10000	120000	132000	145200	397200
14	Office Management (Back & Front) 12 Months					
	<b>Total</b>	102000	<b>1224000</b>	<b>1188000</b>	<b>1306800</b>	<b>3718800</b>

*Note: Costs as above are dependant on location and are indicative only.*



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## HUMAN RESOURCE COSTS: ADMINISTRATIVE

Sl. No.	POST NAME	Salary	Year 1	Year 2	Year 3	Total
		(Rs. / Month)	(Rs. / Annum)	(Rs. / Annum)	(Rs. / Annum)	(Rs. / 3Yrs.)
1	Administrative In Charge	17000	204000	224400	246840	675240
2	Academic Counselor	12000	144000	158400	174240	476640
3	Marketing Executive	10000	120000	132000	145200	397200
4	Group D	7000	84000	92400	101640	278040
<b>TOTAL :</b>		46000	<b>552000</b>	<b>607200</b>	<b>667920</b>	<b>1827120</b>

*Note: Costs as above are dependant on location and are indicative only.*



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## PROFIT & LOSS PROJECTION

Sl. No.	PARTICILARS	Year 1 Approx	Year 2 Approx	Year 3 Approx
A.	Revenue (Course Fees)	<b>5672000</b>	<b>8508000</b>	<b>11344000</b>
B.	Expense : Direct			
1	Salaries (Training)	1224000	1188000	1306800
2	AMC	0	25000	25000
3	Depreciation	0	87000	87000
4	Royalty @ 25% P.A.	1418000	2127000	2836000
	<b>Sub Total: B</b>	<b>2642000</b>	<b>3427000</b>	<b>4254800</b>
	<b>A - B = C</b>	<b>3030000</b>	<b>5081000</b>	<b>7089200</b>
D.	Expense : Indirect			
1	Salaries (Administrative)	552000	607200	667920
2	Administrative	25,000	26,000	28,000
3	Rent	240000	264000	290400
4	Telephone Charges	60000	66000	72600
5	Electricity Charges	60000	66000	72600
6	Marketing Expenses	240000	264000	290400
	<b>Sub Total: D</b>	<b>1177000</b>	<b>1293200</b>	<b>1421920</b>
	<b>Net Surplus (C – D)=E</b>	<b>1853000</b>	<b>3787800</b>	<b>5667280</b>

*Note: Profit & Loss Projections are based on our experience and do not constitute any guarantee on our part.*





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*The information required in this form should be typed or written in capital letters by the interested individual or the major shareholder or the authorised signatory of the proposed franchisee.*

*This form should be completed in all respects and returned at the earliest to Director: Finance, The George Telegraph Training Institute, 31A, Shyama Prasad Mukherjee Road, Kolkata – 700025. Incomplete forms are liable to be rejected. Please use additional sheets, if required.*

## **PART I: LOCATION**

1.	The town/city of the proposed franchisee	
2.	State wherein the town/city is located	
3.	Distance from the state capital	
4.	Location of the proposed franchisee premises	(please tick as many as applicable)
a.i	In centre of town/city	
a.ii	Within 1km of town/city centre	
a.iii	Within 3km of town/city centre	
a.iv	More than 3km from town/city centre	
b.i	In a business area	
b.ii	In an academic area	
b.iii	In a residential area	
c.i	On a main road	
c.ii	On a secondary road	
c.iii	In a by lane	

Date	
Place	Full Signature of the Applicant



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## PART II: BUSINESS INFORMATION

1.	Investment Details	
a.	Personal financial commitment	
b.	Corporate loan	
c.	Loan from financial institutions	
d.	Other sources (please specify)	
2.	Status of proposed centre premises	<i>(please tick from selection and attach proof)</i>
a.	Self-owned	
b.	Leased (specify period of lease)	
c.	Rented (specify period of rent to date)	
d.	To be purchased	
e.	Other (please specify)	
3.	Space availability	<i>(please enter relevant information)</i>
a.	Total built-up area (in sq.ft.)	
b.	Total interior carpet area (in sq.ft.)	
c.	Number of rooms	
d.	Number of washrooms/ restrooms	
4.	Expected commencement of centre operations	<i>(please tick from selection)</i>
a.	Within 3 months	
b.	Within 6 months	
c.	Within 12 months	



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Date	
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## **PART III: PERSONAL INFORMATION**

1.	Full name	
2.	Date of birth	
3.	Postal address	
	Town/City	
	Pin Code	
	Cell Phone	
	Telephone	
	Fax	
	E-mail	
4.	Academic qualification	
5.	Professional qualification	
6.	Occupation	
	In service	
	In business	
	Self Employed	
	Retired/Other (please specify)	
7.	Years of work experience	
8.	Years of teaching/academic experience	



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9.	Net Income After Tax	
	3 years' turnover per annum, if in business	
	Personal income per annum, if not in business	

Date	
Place	Full Signature of the Applicant

## PART IV: MARKET SURVEY

1.	Approximate population of proposed location	
2.	Surrounding area information	<i>(enter town names; distance)</i>
	Nearby towns	
	Nearby industrial areas	
	Nearby tourist spots of repute	
3.	Academic environment	
	Number of vernacular secondary schools	
	Number of English medium secondary schools	
	Number of vernacular higher secondary schools	
	Number of English medium higher secondary schools	
	Number of undergraduate colleges	



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4.	Media information	<i>(enter names of publications/channels)</i>
	Number of regional vernacular newspapers	
	Number of regional English language newspapers	

Date	
Place	Full Signature of the Applicant

## **HERITAGE CENTRE ESTABLISHMENT** **COURSE OF ACTION**

1. Signing **Deed of Agreement**.
2. **Bank Account, Trade License** and other statutory formalities.
3. Set up of **Information / Admission office**
4. Set up of **Class Rooms, Laboratories and other infrastructural facilities**.
5. Designing of **External Branding** (Signage and glow sign boards outside the Centre) and Internal Branding (Promotional Posters and signage)
6. Designing of ATL and BTL publicity like **Newspaper Advt. Posters, Inserts Hoardings etc.**
7. Designing of **Information Brochure, Course Leaflets, Information Folders etc.**
8. Interview and **Appointment of Centre Head and Academic Counsellor**
9. **Training of Centre Head and Academic counsellor**
10. **Installation** of all branding materials



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11. **Affiliations, Associations and Recognitions.**
12. Commence operation of **Admission Office with all admission aids (Admission Particulars with course and course fees, Information Brochure, Course leaflets, Enquiry forms, Admission forms, Money receipts, Student Identity cards etc).**
13. **Media Plan and Budget**
14. Start of **Publicity / Marketing campaign:**
  - a. Hoardings at strategic locations
  - b. Posters
  - c. Newspaper inserts
  - d. Kiosks
  - e. Sunpack
  - f. Auto / Bus Back
  - g. Tableau with Announcements
  - h. SMS blast
  - i. Electronic Media (TV commercials, TV Tickers, FM radio, Metro TV etc)
  - j. Digital Media Marketing
  - k. Print advertisements
  - l. School / College / Tutorial Home marketing
  - m. Advertorials & free write ups in leading newspapers
15. Generation of **Enquiries and** commencement of **Admissions**
16. Purchase of **Equipments, Tools** etc
17. Interview and Appointment of **Faculty and Support staff.**
18. **Inauguration with Media conference**
19. **Commencement of training.**
20. **Appointment of PR Executive for Industry tie ups and Student Placement.**





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## SUPPORT FROM THE INSTITUTE

1. Free advice on architectural, civil engineering, electrical work and interior decoration at the time of establishment.
2. Monitoring of establishment as per our norms. Directives issued in these matters require mandatory compliance by the ATC.
3. Training of staff and teachers at our administrative and training headquarters. *Such training will be free of cost but travel, accommodation, boarding and conveyance costs of trainees, as required, will be borne by the ATC.*
4. Guidance and monitoring of publicity strategy will be done by us.
5. All appointments, whether administrative or academic, and training of staffs.
6. Formulation of centre curriculum, training structure and course fees.
7. Supply of stationery relating to admission of students such as:

a. Admission Forms	<i>free of charge</i>
b. Career Profiles	<i>free of charge</i>
c. Identity Cards	<i>free of charge</i>
d. Declaration Forms	<i>free of charge</i>
e. Money Receipts for all payment schemes	<i>free of charge</i>
f. Acknowledgement Cards	<i>free of charge</i>
g. Prospectus	<i>on payment</i>
h. Student Files	<i>on payment</i>

*No paper, form or literature, other than the Information Brochure, concerning the Institute may be distributed, sold or otherwise removed from the premises of the centre by unauthorised personnel.*
8. Periodic scrutiny of all admission related records including those related to fees payments.
9. Supply of all course related technology specifications such as course structures, syllabi, equipment lists, book lists and evaluation methodology, free of charge.
10. Monitoring and evaluation of training procedures as per our norms.
11. Evaluation procedures such as formulation of question papers, scrutiny of answer scripts, tabulation of marks and subsequent certification of all successful trainees.
12. Placement assistance to all successful trainees after registration through our Central Placement Cell.



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## DUTIES AND OBLIGATIONS OF AN AUTHORISED TRAINING CENTRE

1. Compliance with advice on architectural, civil engineering, electrical work and interior decoration at the time of establishment.
2. Compliance with norms of the Institute for all publicity material and media.
3. Compliance to the norms of the Institute in all administrative and academic matters.
4. The Franchisee will pay the Royalty 25% of total collection of every month within the first week (Within 7<sup>th</sup> Day) of next month.
5. Maintenance of records as specified by the Institute in all administrative, financial and academic matters.
6. Cooperation with representatives of the Institute in all inspection, advisory or other visits to the ATC; permitting the scrutiny of all admission related records including those related to fee payments and all training records.
7. Regular reporting to the Institute vide daily and weekly reports on total enquiries, total admissions, total collections and all other information as may be specified from time to time in specific format.
8. Payment in advance to the Institute for any support material which is not specified as being free of cost. Such material include: Information Brochures @Rs.160/- (Rupees One Sixty only) per copy, to be sold by the ATC @Rs.200/- (Rupees Two Hundred only) per copy.
9. Completion of training in courses as per the specified time schedule.
10. Conduct of examinations as per schedule issued by the Controller of Examinations, complying to all examination norms as specified from time to time.
11. Issue of results, mark sheets and certificates to successful trainees and assisting them in placement. *Such alumnae may also be referred for enrolment in our Central Placement Cell* as specified from time to time.
12. The collected revenue must be deposited to a bank on daily basis in favour of GTTI & ATC joint account. All support will be withdrawn and name of the franchisee shall be excluded from all publicity in case of failure of payment of royalty and other payments within the stipulated time.
13. If there is any discrepancy regarding students affairs, accounting matters etc. then the management of GTTI will have the absolute authority to take action as deemed fit and proper. Their decision will be final and binding.



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14. Registration fees will not be refundable under any circumstances.
15. All training equipments required to conduct the courses must be bought and all facilities and infrastructural facilities must exist in the Centre before its commencement.
16. Proper publicity of the centre has to be done as advised by GTTI's management to generate sufficient enquiries.
17. Proper quality of staff and faculty has to be recruited. All recruitments must have the approval of GTTI's management.