



A DIVISION OF THE GEORGE TELEGRAPH TRAINING INSTITUTE

The Heritage Scheme



GEORGE TELEGRAPH College of Beauty & Wellness

Administrative Office

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Main Training Centre

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A DIVISION OF THE GEORGE TELEGRAPH TRAINING INSTITUTE

FROM THE PRINCIPAL'S DESK

Dear Prospective Franchisee,

We, The George Telegraph Group, started our journey in the field of education and training since 1920. With the inception of The George Telegraph Training Institute started a glorious chapter in the spectrum of glorious chapter in the spectrum of job oriented vocational training in India. In the process, we went ahead to educate three generations of Indians and we are proud that many of our present students are grandsons/ granddaughters of our first alumnae.

One of the recent venture of The George Telegraph Group is George Telegraph College of Beauty & Wellness. On observing the robust growth of this sector and short fall of trained professionals in this field, The George Telegraph Group has come up with this effort.

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 family.

With best wishes,

Principal

George Telegraph College of Beauty & Wellness



The George Telegraph Training Institute - A Brief Profile

George Telegraph is a pioneer in technical education and vocational training in Eastern India. It has been imparting quality education and helping the unemployed youth to become financially independent.

The Institute has:

- The Institute is affiliated to Netaji Subhas Open University (NSOU), Recognized By U.G.C
- Best faculty from the industry
- Most modern updated training equipments
- Usage of updated technology

Largest of its kind, having more than 70 centres across Eastern India, George Telegraph offers a wide range of technical courses to students of average or below average merit. And then they are gifted with a career after successful completion of their courses.

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



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6. Communicative Studies
7. Computer Software
8. Beauty & Wellness
9. Paramedical Science
10. Data Science
11. Interior Designing
12. Film & Television

TRAINING

Our training is conducted through standardized syllabi, which are revised annually to keep pace with the changing technology.

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 (IISSEC), Power Sector Skill Council (PSSC),



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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.



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- George Telegraph has tied up with Bosch on a joint venture for imparting training programmes on Automobile Engineering at the Sealdah Centre.
- 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 .



THE BEAUTY & WELLNESS INDUSTRY: ITS ROBUST GROWTH

- The overall Beauty Business in India is growing rapidly with the cosmetics market growing at 15-20% annually. The retail beauty and cosmetics market in India currently estimated at USD 950 million is pegged at USD 2.68 billion by the year 2020.
- According to NSDC and KPMG report (2017) the estimated market size of the global beauty and wellness industry is around \$1.4 trillion with a CAGR of 15 % over the last five years. There is a huge potential for growth in this industry and it may well become a major growth driver for the economy in future.
- This industry is growing every year at a pace that is twice the growth rate of the beauty & wellness industry in U.S.A. and the European markets.
- With the introduction of smart phones and internet in every nook and corner of India, the consumers in India are getting awareness about the products that the beauty & wellness industry can offer. That is creating a greater demand for products from this industry.
- With introduction of organic products in the Indian markets, there is a ever growing demand for beauty products and services. That has created a shortage in trained manpower.



THE PARTNERSHIP INITIATIVE

THE OBJECTIVE

- ☆ Throughout its existence of almost a century The George Telegraph Group 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, our policy has always been to concentrate on the underprivileged youth of average merit. Over the years we have 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 we have decided to increase our services to the nation by accelerating its process of reaching out to the masses.
- ☆ In order to achieve this objective, we have 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.
- ☆ The George Telegraph Group 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:
 - Continuing education for organisational personnel in new and emerging technology and communication processes.



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- Ensuring academic up gradation of faculty members through workshops and seminars.
- Compulsory concurrent training of all students of long term courses in English Language and Personality Development.
- Development and maintenance of academic bodies in India and abroad for access to evolving methodologies.
- Development and maintenance of associations with manufacturing and service companies to access leading edge training.
- Industrial consultancy for recruitment and testing of staff.

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.



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- 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 AUTHORIZED TRAINING CENTRE

1. Possession of an establishment, either self-owned or leased, with an approximate carpet area of (1500 sq.ft – 2000 sq.ft.) in a central location, on a main road, easily accessible by public transport.
2. Capability to invest an initial amount of Rs. 9 – 10 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 (Non Refundable) – Rs.4 Lakhs only.
4. Royalty- 25% of total collection every month.
5. Courses Offered:
 - i. Diploma in Beauty - 4 months
 - ii. Advance Diploma in Beauty - 8 months
 - iii. Diploma in Makeup - 3 months
 - iv. Advance Diploma in Makeup - 5 months
 - v. Diploma in Hair - 4 months
 - vi. Advance Diploma in Hair - 8 months
 - vii. Advance Diploma in Cosmetology - 10 months
 - viii. Diploma in Cosmetology – 6 month
 - ix. Certificate in Cosmetology – 3 month
 - x. Diploma In Professional Nail Art (GEL) - 2 Months
 - xi. Diploma In Professional Nail Art (ACRYLIC) - 2 Months
 - xii. Advance Diploma In Professional Nail Art (GEL+ACRYLIC) - 4 Months



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Financial & Other Details for setting up of the ATC

Investment Details				
SL	Particulars	Year 1	Year 2	Year 3
1	Registration Fee (Non Refundable)	400000	0	0
2	House Rent Advance (3 Months)	75000	0	0
3	Interior Furniture & Fixtures & Fittings	200000	0	0
4	Hardware & Networking (Computer, Printer, Scanner and LAN)	50000	0	0
5	Lab Equipment	150000	0	0
6	Operating System (Windows XP) – (Original Single User)	2000	0	0
7	Office 2017 (Original – Single User)	7000	0	0
8	Anti Virus Software	500	0	0
9	Library Books	10000	0	0
Total Investment		894500	0	0

Note : Figures are indicative and not guaranteed. Actual figures may be different based on market conditions and operational efficiencies.



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COURSE FEES				
Program Name	Duration	Course Fees	Certification Fees	Total Fees
Diploma in Beauty	4 Months	20500.00	4100.00	24,600.00
Advance Diploma in Beauty	8 Months	34900.00	6980.00	41,880.00
Diploma in Make-Up	3 Months	13300.00	2660.00	15,960.00
Advance Diploma in Make-Up	5 Months	24100.00	4820.00	28,920.00
Diploma in Hair	4 Months	28600.00	5720.00	34,320.00
Advance Diploma in Hair	8 Months	34900.00	6980.00	41,880.00
Advance Diploma in Cosmetology	10 Months	62800.00	12560.00	75,360.00
Diploma In Professional Nail Art (GEL)	2 Months	22400.00	4460.00	26,860.00
Diploma In Professional Nail Art (ACRYLIC)	2 Months	22400.00	4460.00	26,860.00
Advance Diploma In Professional Nail Art (GEL+ACRYLIC)	4 Months	44000.00	8800.00	52,800.00

Note : Figures are indicative and not guaranteed. Actual figures may be different based on market conditions and operational efficiencies.



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REVENUE COLLECTION				
Program Name	Course Fees excluding NSOU	1st Year Approx Admission	2nd Year Approx Admission	3rd Year Approx Admission
		10 No. Students/ Courses	15 No. Students/ Courses	20 No. Students/ Courses
Diploma in Beauty - 4 Months	20500.00	205000	307500	410000
Advance Diploma in Beauty -8 Months	34900.00	349000	523500	698000
Diploma in Make-Up - 3 Months	13300.00	133000	199500	266000
Advance Diploma in Make-Up - 5 Months	24100.00	241000	361500	482000
Diploma in Hair -4 Months	28600.00	286000	429000	572000
Advance Diploma in Hair - 8 Months	34900.00	349000	523500	698000
Advance Diploma in Cosmetology - 10 Months	62800.00	628000	942000	1256000
Diploma In Professional Nail Art (GEL)	22400.00	224000	336000	448000
Diploma In Professional Nail Art (ACRYLIC)	22400.00	224000	336000	448000
Advance Diploma In Professional Nail Art (GEL+ACRYLIC)	44000.00	440000	660000	880000
Total Revenue Collection		3079000	4618500	6158000

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MANPOWER (Administrative & Academic)					
Sl. No.	Post Name	Salary	Year 1	Year 2	Year 3
		(Rs./Month)	(Rs./Annum)	(Rs./Annum)	(Rs./Annum)
1	Centre In Charge	17,000	204000	224400	246840
2	Academic Counselor	12,000	144000	158400	174240
3	Marketing Executive	10,000	120000	132000	145200
4	Group D	7,000	84000	92400	101640
5	Trainer 1	15,000	180000	198000	217800
6	Trainer 2	15,000	180000	198000	217800
7	Trainer 3	15,000	180000	198000	217800
TOTAL MANPOWER (Approx)			1092000	1201200	1321320

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Profit & Loss Statement

Sl. No.	Particulars	Year 1	Year 2	Year 3
A.	Revenue (Excluding Certification Fees)			
	Collection form Course Fees	3079000	4618500	6158000
B.	Expense : Direct			
1	Salaries (Academic & Administration)	1092000	1201200	1321320
2	AMC	0	20,000	20,000
3	Depreciation @5%	0	20000	20000
4	Royalty @ 25% P.A.	769750	1154625	1539500
	Sub Total: B	1861750	2395825	2900820
	A - B = C	1217250	2222675	3257180
D.	Expense : Indirect			
1	House Rent (Rs.25000 p.m)	300000	300000	300000
2	Promotional Expenses (Rs.10000 p.m)	120000	120000	120000
3	Electricity Bill (Rs.7000 p.m)	84000	84000	84000
4	Telephone & Internet Bill (Rs.2000 p.m)	24000	24000	24000
5	Other Expenses (Rs.2000 p.m)	24000	24000	24000
	Sub Total: D	552000	552000	552000
	Net Surplus (C – D)=E	665250	1670675	2705180

Note : Figures are indicative and not guaranteed. Actual figures may be different based on market conditions and operational efficiencies.



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Application Form



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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	<i>(please tick as many as applicable)</i>
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	

Date	
Place	Full Signature of the Applicant



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



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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	
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



AUTHORIZED TRAINING 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
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.**)



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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. Consultancy for 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 *free of charge*
 - b. Career Profiles *free of charge*
 - c. Identity Cards *free of charge*
 - d. Declaration Forms *free of charge*
 - e. Money Receipts for all payment schemes *free of charge*
 - f. Acknowledgement Cards *free of charge*
 - g. Prospectus *on payment*

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.



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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.

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 7th 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.



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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. 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 the Institute will have the absolute authority to take action as deemed fit and proper. Their decision will be final and binding.
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 the management of the Institute to generate sufficient enquiries.
17. Proper quality of staff and faculty has to be recruited. All recruitments must have the approval of the management of the Institute.