



A DIVISION OF THE GEORGE TELEGRAPH GROUP

The Heritage Scheme



GEORGE TELEGRAPH

College of Beauty & Wellness

Administrative Office

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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.

The newest 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,

Gora Dutta

Principal

George Telegraph College of Beauty & Wellness



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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:

- NSDC Association
- Best faculty from the industry
- Most modern updated training equipments
- Usage of updated technology

Largest of its kind, having more than 60 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 50 courses divided into nine disciplines:

1. Department of Electronics Engineering
2. Department of Electrical Engineering
3. Department of Mechanical Engineering
4. Department of Civil Engineering
5. Department of Commerce
6. Department of Communicative Studies
7. Department of Computer Studies
8. Department of Beauty & Wellness Studies
9. Centre of Paramedical Science

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 9001:2008 certified institute.
- The institute is a training partner of National Skill Development Corporation(NSDC). NSDC is under the ministry of Skill Development & Entrepreneurship, Government of India.
- Training partner of various sector skill councils such as Indian Iron & steel sector skill council(ISSSC), power sector skill council(PSSC), Telecom sector skill council(TSSC), Automobile Skill Development



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Council(ASDC),Indian Plumbing Skill council(IPSC) etc under National Skill Development Corporation, Ministry of Skill Development & Entrepreneurship, Govt of India.

- › It is a affiliated under Paschim Banga Society for Skill Development (PBSSD) under Technical Education & Training Department, Government of West Bengal.
- › Paschim Banga society for Skill Development (PBSSD) Under Technical education and Training Department, Government of West of West Bengal 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 automobile giant Mahindra to keep pace with the advancement of technology.
- › Aliah University in association with George Telegraph offer students of minority communities job oriented courses at nominal cost.
- › Corporate tie-up, for training with 100% placement assurance with Eureka Forbes, Godrej, Voltas, IFB, carrier Media India, TVS motors and Maruti Suzuki.
- › Running short term vocational courses at various centre duly sponsored by the respective Municipality under the Swarna Jayanti Shahari Rojgar Yojona (SJSRY) Scheme.
- › State Urban Development Agency or SUDA implements various job oriented courses in our centres.
- › As a CSR project, TEXMACO has associated with George Telegraph to conduct courses on Electrical Technician, mobile and telephonic repairing technician, civil construction technology, welding & fabrication technology, Mechanical Draughtsmanship with CAD and computer hardware.
- › ONGC conducts courses at the Agartala centre, as a CSR project.
- › George Telegraph in association with Sahaj Imparts training at various rural areas through e-learning.
- › George Telegraph has tied up with BOSCH on a joint venture for imparting training programs on Automobile Engineering at Sealdah Centre.
- › George Telegraph also under takes various courses under the Pradhan Mantri Kaushal Vikash Yojona (PMKVY) Schme.
- › West Bengal Minority & Finance Corporation Ltd. or WBMDFC regularly awards training programs to our institute.
- › National Skill Development corporation and National Urban Livelihoods Mission (NSDC NULM) Projects are undertaken in various centres of West Bengal.

George Telegraph also imparts training through NSDC NULM and day NULM projects in has under taken CSR projects,in collaboration with Eastern coald field ltd at Durgapur & Asansol centres, with National Thermal power corporation LTD at Burdawan & Berhampur and in collaboration with rural Electrification corporation ltd at our Sealdah,Kalyani,Barasat,and Siliguri centres.



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THE INDIAN BEAUTY & WELLNESS INDUSTRY: ITS ROBUST GROWTH

- As per a KPMG wellness sector report published in April, 2017, the Indian beauty & wellness industry is expected to grow to a volume of Rs. 80, 370 crores by 2018.
- 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.



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THE PARTNERSHIP INITIATIVE

THE OBJECTIVE

- ✧ Throughout its existence of more than nine decades 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.
 - 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.



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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 AUTHORIZED TRAINING CENTRE

1. Possession of an establishment, either self-owned or leased, with an approximate carpet area of 1500 sq.ft. in a central location, on a main road, easily accessible by public transport.
2. Capability to invest an initial amount of Rs. 8 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 – Rs. 2 lakhs only.
4. Courses Offered:
 - i. Diploma in Beauty 4 months
 - ii. Advance Diploma in Beauty 8 months
 - iii. Diploma in Make – up 3 months
 - iv. Advance Diploma in Make – up 5 months
 - v. Diploma in Hair 4 months
 - vi. Advance Diploma in Hair 8 months
 - vii. Postgraduate Diploma in Cosmetology 10 months



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Financial & Other Details for setting up of the ATC

Items	Heading	Assumed Figures
Center layout	Total Carpet Area	1,055
Capital Expenses	Per sq.ft. cost for Interior, Furnitures, Fixtures & Fittings (Rs.)	400
Admissions (anticipated)	Year 1	105
	Year 2	140
	Year 3	175
Other Items	One time franchise registration fees (in Rs. Lakhs)	2
	Rent per sq ft per month (in Rs.)	20
	Per month center premises rental (in Rs.)	21,106
	Per month Center Electricity bill (in Rs.)	10,000
	Per month Center communication bill (in Rs.)	4,000
	Promotional Expense (% of Net revenue)	8%



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CAPITAL EXPENDITURE			
ITEMS	RATE	Area Occupied	Amount (Rs. Lakhs)
Interior, Furniture's, Fixtures & Fittings	400	1055	4.2
Hardware including Networking			0.7
Software			0.1
Equipments			1.6
Total			6.6
Franchise Fee			2
Total			8.6
HARDWARE	Unit Cost	Number of Units	Amount (in Rs. Lakhs)
PCs for Counselors' desks, Admin etc..	20000	1	0.2
Networking cost			0.5
TOTAL		1	0.7
EQUIPMENTS	Number	Unit Cost	Amount (Rs. Lakhs)
LCD Projector	1	30000	0.3
PRINTERS	1	6000	0.06
LCD TV	1	20000	0.2
Lab Equipment cost			1
TOTAL			1.56



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SOFTWARE	Number	Unit Cost	Amount (Rs. Lakhs)
Windows for Student PC	1	4500	0.05
MS-Office	1	6500	0.07
Anti-virus software	1	1200	0.01
TOTAL			0.12

Break up of Manpower Cost									
Profile	Year 1			Year 2			Year 3		
	Number	Expected Salary (in Rs.)	Total Per Month Salary (in Rs.)	Number	Expected Salary (in Rs.)	Total Salary (in Rs.)	Number	Expected Salary (in Rs.)	Total Salary (in Rs.)
Centre manager	1	20,000	20,000	1	22000	22000	1	24200	24200
Trainers	2	15000	30000	2	16500	33000	2	18150	36300
Counselor	1	10000	10000	1	11000	11000	1	12100	12100
Field Executive	1	8000	8000	1	8800	8800	1	9680	9680
Peon/ Security Personnel	1	6000	6000	1	6600	6600	1	7260	7260
Total	6		47000	6		51700	6		89540



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Fee Structure				
Program Name	Duration (Months)	Course Fees (in Rs.)	Certification Fees (in Rs.)	Total Fees (in Rs.)
Diploma In Beauty	4 Months	22,040	NIL	22,040
Advance Diploma In Beauty	8 Months	37,430	NIL	37,430
Diploma In Make-Up	3 Months	14,300	NIL	14,300
Advance Diploma In Make-Up	5 Months	19,270	NIL	19,270
Diploma In Hair	4 Months	30,770	NIL	30,770
Advance Diploma In Hair	8 Months	37,430	NIL	37,430
Postgraduate Diploma In Cosmetology	10 Months	55,790	NIL	55,790



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Course	Cumulative Duration (Months)	Consumable Cost Per Student Month	Consumable Cost Per Student	Enrolment	Enrolment	Enrolment	Consumable Cost		
				Year 1	Year 2	Year 3	Year 1	Year 2	Year 3
Diploma In Beauty	4 Months	250	1000	15	20	25	0.15	0.2	0.25
Advance Diploma In Beauty	8 Months	375	3000	15	20	25	0.45	0.6	0.75
Diploma In Make-Up	3 Months	667	2000	15	20	25	0.3	0.4	0.5
Advance Diploma In Make-Up	5 Months	700	3500	15	20	25	0.53	0.7	0.88
Diploma In Hair	4 Months	500	2000	15	20	25	0.3	0.4	0.5
Advance Diploma In Hair	8 Months	500	4000	15	20	25	0.6	0.8	1
Post Graduate Diploma In Cosmetology	10 Months	500	5000	15	20	25	0.75	1	1.25
Total Number of Students				105	140	175	3.08	4.1	5.13



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P/L ACCOUNT

Summary (Rs Lacs)					
Particulars	Details	Year-I	Year-II	Year-III	TOTAL
Area required- Carpet (sq ft)	1,055				
Capex					
Enrolment		105	140	175	420
Revenue		31.22	41.85	52.32	125.39
Royalty	20%	6.24	8.37	10.46	25.08
Net Revenue		24.97	33.48	41.85	100.31

Costs					
Certification Cost/ Assement Cost		-	-	-	-
Train the Trainer cost		0.20	0.20	0.20	0.60
Train the Trainer Travel and Boarding		0.20	0.20	0.26	0.66
Consumable cost		3.08	4.10	5.13	12.30
Staff salary		8.88	9.77	10.74	29.39
Electricity		1.20	1.20	1.20	3.60



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Communication		0.48	0.48	0.48	1.44
Promotion		2.00	2.68	3.35	8.02
Rent		2.53	2.53	2.53	7.60
Others		1.20	1.20	1.20	3.60
Total expenses		19.77	22.36	25.09	67.22
PBT		5.21	11.12	16.76	33.10

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	
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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	



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	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	



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Date	
Place	Full Signature of the Applicant



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AUTHORIZED TRAINING CENTRE ESTABLISHMENT: COURSE OF ACTION

1. Submission of Franchisee Application
2. 100% payment of **Registration Fees**.
3. Signing **Deed of Agreement** for Franchisee.
4. Appointment of Centre Head and Information Officer; training of these personnel in Main Training Centre (Sealdah).
5. Setting up operation of **Admission Office**.
6. Helping us in Publicity Campaign of the Centre:
 - a. Sign Board and glow sign board outside centre
 - b. Hoardings at strategic locations
 - c. Flex Board
 - d. Posters
 - e. Leaflets
 - f. Sun Pack
 - g. Admission advertisement
7. Admission
8. Completing set up of **Class Rooms** and **Laboratories**.
9. Appointment of faculty and support staff as and when specified.
- 10. Inauguration**
11. Commencement of training as specified by the members of the Corporate Office of the Institute.



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AUTHORIZED TRAINING CENTRE OPERATION: 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. The Franchisee will pay the Royalty 20% of total collection of every month within the first week of next month.
4. 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.*
5. Guidance and monitoring of publicity strategy will be done by us.
6. Consultancy for all appointments, whether administrative or academic, and training of staffs.
7. Formulation of centre curriculum, training structure and course fees.
8. 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.
9. Periodic scrutiny of all admission related records including those related to fees payments.
10. Supply of all course related technology specifications such as course structures, syllabi, equipment lists, book lists and evaluation methodology, free of charge.
11. Monitoring and evaluation of training procedures as per our norms.



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12. Evaluation procedures such as formulation of question papers, scrutiny of answer scripts, tabulation of marks and subsequent certification of all successful trainees.
13. Placement assistance to all successful trainees after registration through our Central Placement Cell.



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AUTHORIZED TRAINING CENTRE OPERATION: DUTIES OF AN ATC

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. Maintenance of records as specified by the Institute in all administrative, financial and academic matters.
5. 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.
6. 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.
7. 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.120/- (Rupees One Twenty only) per copy, to be sold by the ATC @Rs.150/- (Rupees One Hundred Fifty only) per copy.
8. Completion of training in courses as per the specified time schedule.
9. Conduct of examinations as per schedule issued by the Controller of Examinations, complying to all examination norms as specified from time to time.
10. 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.*
11. 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.



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12. 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.
13. Registration fees will not be refundable under any circumstances.
14. 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.
15. Proper publicity of the centre has to be done as advised by the management of the Institute to generate sufficient enquiries.
16. Proper quality of staff and faculty has to be recruited. All recruitments must have the approval of the management of the Institute.