



## THE GEORGE TELEGRAPH TRAINING INSTITUTE



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

# The Heritage Scheme



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

## TRAINING PARTNER



## THE GEORGE TELEGRAPH TRAINING INSTITUTE

### Administrative Office

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### Main Training Centre

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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,

**Gora Dutta**

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 9001:2008 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 50 centres in Eastern India.

The George Telegraph Training Institute is at present imparting training to more than 25,000 students located in West Bengal, Assam & Tripura. The Main Centre is at 136, B. B. Ganguly Street, Kolkata - 700012 (Sealdaha). 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 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

## **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.



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## 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, Govt. of India.
- Training partner of various Sector Skill Councils such as Indian Iron and Steel Sector Skill Council (IISSEC), Power Sector Skill Council (PSSC), Telecom Sector Skill Council (TSSC), Automobile Skill Development Council (ASDC), Indian Plumbing Skill Council (IPSC) etc under National Skill Development Corporation, Ministry of Skill Development & Entrepreneurship, Govt. of India.
- Paschim Banga Society for Skill Development under the Department of Technical Education & Training, Govt. of West Bengal has approved 32 centers 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 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 and Maruti Suzuki.
- Recognised as an Industrial Training Centre by the National Council for Vocational Training, Government of India.
- Associated with the Centre for Electronics Test Engineering, STQC Directorate, Ministry of Communications and Information Technology, Government of India.
- Course consultant to nodal agencies such as Central Staff Training & Research Institute (CSTARI), Directorate General of Employment and Training, Ministry of Labour, Government of India.
- Running short-term vocational courses at various centres duly sponsored by the respective Municipality under the Swarna Jayanti Shahari Rojgar Yojana (SJSRY) Scheme.
- Short term vocational Training under Social Safety Net Program (SSNP) under Government of West Bengal, Dept. of Public Enterprise.
- Selected for Backward Region Grant Fund (BRGF) scheme for Automobile Engg., Computer Hardware Engg., Mobile Telephone Repairing Tech., & Call Centre Training courses for backward class people duly approved by the Govt. of West Bengal.
- Training Centre for courses under Minorities Development and Welfare Department, Govt. of West Bengal.
- Courses like Draughtsmanship(Civil), Draughtsmanship (Mech.), & Secretarial Practice are duly affiliated by the National Council of Vocational Training (NCVT), Govt. of India, Ministry of Labour, DGE&T.
- Associated with the Advanced Training Institute (ATI) Dasnagar, Howrah, Govt. of India.
- Kolkata Urban Services for the Poor (KUSP) & State Urban Development Agency (SUDA) have selected us as a training partner for Livelihood Promotional Programme.



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- State Urban Development Agency or SUDA has implemented various job oriented courses in our centres.
- West Bengal Minority Development & Finance Corporation Ltd or WBMDFC regularly awards training programmes to our Institute.
- Employment Directorate, Govt. of West Bengal under Labour Department has approved 35 courses of 44Centres of GTTI located in West Bengal to run courses for the Job-Seekers registered with Employment Exchange.
- Govt. of India, Ministry of Labour, DGE&T, has selected The George Telegraph Training Institute as 'Vocational Training Provider' under the aegis of NCVT (National Council for Vocational Training).

## **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.

## **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



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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 of 2,500 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 – Rs. 4 lakhs only.
4. Franchisee renewal fees: Rs. 1 lakh to be paid annually.
5. Courses Offered:
  - i. Computer Hardware Engineering: 18 months.
  - ii. Computer Hardware Technician: 6 months.
  - iii. Electrical Technician: 12 months.
  - iv. Mobile and Telephone Repairing Technician. 12 months.
  - v. Mobile and Telephone Mechanic 6 months.
  - vi. Automobile Engineering: 24 months.
  - vii. Automobile Technician: 12 months
  - viii. Air conditioning & Refrigeration Engineering: 24 months.
  - ix. Air conditioning & Refrigeration Technician: 12 months
  - x. Mechanical Draughtsmanship (with CAD): 12 months.
  - xi. Civil Draughtsmanship (with CAD): 12 months.
  - xii. Field Surveying (Amin): 6 months.
  - xiii. Computerized Financial Accounting: 6 months.



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- xiv. Professional Executive Secretary: 12 months.
- xv. Office Management (Back & Front): 9 months.
- xvi. Computer Application and Programming: 12 months
- xvii. Computer Aided Drafting (CAD):

## INVESTMENT DETAILS

SL	PARTICULARS	Year 1	Year 2	Year 3	Amount (Rs.)
1	Registration Fee	4,00,000	1,00,000	1,00,000	6,00,000
2	Training Equipments	18,03,248	3,59,034	NIL	21,62,282
3	Administrative Equipments	60,000	-	-	60,000
4	Class Room & Workshop Furniture	2,75,000	-	-	2,75,000
5	Office Furniture	1,00,000	-	-	1,00,000
	<b>TOTAL</b>	<b>26,38,248</b>	<b>4,59,034</b>	<b>1,00,000</b>	<b>31,97,282</b>

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

## REVENUE PROJECTION

Sl. No.	COURSE NAME	COURSE FEE (RS.)	Year 1	Year 2	Year 3
			Students 8	Students 12	Students 16
1	Computer Hardware Engineering 18 months	47,600	3,80,800	5,71,200	7,61,600
2	Computer Hardware Technician: 6 Months	13,000	1,04,000	1,56,000	2,08,000
3	Electrical Technician: 12 months	37,350	2,98,800	4,48,200	5,97,600
4	Mobile and Telephone Repairing Technician. 12 Months	31,800	2,54,400	3,81,600	5,08,800
5	Mobile and Telephone Mechanic	13,000	1,04,000	1,56,000	2,08,000



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	6 Months.				
6	Automobile Engineering: 24 months	69,000	5,52,000	8,28,000	11,04,000
7	Automobile Technician: 12 months	31,900	2,55,200	3,82,800	5,10,400
8	Air conditioning & Refrigeration Engineering: 24 months	62,000	4,96,000	7,44,000	9,92,000
9	Air conditioning & Refrigeration Technician: 12 months	31,900	2,55,200	3,82,800	5,10,400
10	Mechanical Draughtsmanship (with CAD): 12 months	37,700	3,01,600	4,52,400	6,03,200
11	Civil Draughtsmanship with CAD: 12 months	37,700	3,01,600	4,52,400	6,03,200
12	Civil Construction Technology	37,700	3,01,600	4,52,400	6,03,200
13	Field Surveying (Amin): 6 months	10,200	81,600	1,22,400	1,63,200
14	Computer Application and Programming: 12 months	32,300	2,58,400	3,87,600	5,16,800
15	Computer Aided Drafting (CAD)	11,900	95,200	1,42,800	1,90,400
16	Professional Executive Secretary: 12 Months	29,600	2,36,800	3,55,200	4,73,600
17	Office Management(Back & Front) 9 Months	29,800	2,38,400	3,57,600	4,76,800
18	Computerized Financial Accounting 6 months	14,000	1,12,000	1,68,000	2,24,000
	<b>TOTAL :</b>	Revenue	46,27,600	69,41,400	92,55,200

*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 EXCLUDING VAT (in Rs.)	DURATION	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	3,05,000	NA	3,05,000	NA	NA
2	2-3 wheelers (Automobile Tech.)	97,263	1 year	97,263	NA	NA
3	A.C. & Refrigeration Engineering	2,73,669	2 years	1,63,129	1,10,540	NA
4	AC Technician					
5	Automobile Engineering	8,22,635	2 year	5,98,235	2,24,400	NA
6	Computer Application Programming	1,22,230	1year	1,22,230	NA	NA
	Civil Draughtsmanship	38,885	1year	38,885	NA	NA
7	Computer Hardware Engineering	1,27,408	18 months	1,03,314	24,094	NA
8	Computer Hardware Technician					
9	Electrical Technician	2,43,059	1year	2,43,059	NA	NA
10	MDM	9,810	1year	9,810	NA	NA
11	Mobile Telephonic (6 M)	1,06,823	6 months	1,06,823	NA	NA
12	Mobile Telephone Repairing Technician					
13	Professional Secretarial Practice	15,500	1 year	15,500	NA	NA
<b>GRAND TOTAL</b>		<b>21,62,282</b>		<b>18,03,248</b>	<b>3,59,034</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 (Rs./Month)	Year 1 (Rs./Annum)	Year 2 (Rs./Annum)	Year 3 (Rs./Annum)	Total (Rs./3Yrs.)
1	Electrical Technician.	12,000	1,44,000	1,58,400	1,74,240	4,76,640
2	Mobile and Telephone Repairing Technician.	12,000	1,44,000	1,58,400	1,74,240	4,76,640
3	Mobile and Telephone Mechanic.					
4	Automobile Engineering	15,000	1,80,000	1,98,000	2,17,800	5,95,800
5	Automobile Technician					
6	Air conditioning & Refrigeration Engineering	12,000	1,44,000	1,58,400	1,74,240	4,76,640
7	Air conditioning & Refrigeration Technician					
8	Mechanical Draughtsmanship (with CAD)	12,000	1,44,000	1,58,400	1,74,240	4,76,640
9	Civil Draughtsmanship with CAD	12,000	1,44,000	1,58,400	1,74,240	4,76,640
10	Computerized Financial Accounting and Computer Application and Programming	10,000	1,20,000	1,32,000	1,45,200	3,97,200
11	Communicative English & Personality Development 6 Months	8,000	96,000	1,05,600	1,16,160	3,17,760



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12	Computer Aided Drafting (CAD)	8,000	96,000	1,05,600	1,16,160	3,17,760
13	Professional Executive Secretary 12 Months	8,000	96,000	1,05,600	1,16,160	3,17,760
14	Office Management (Back & Front) 12 Months					
15	MS Office & DTP 6 Months					
<b>Total</b>		<b>1,09,000</b>	<b>13,08,000</b>	<b>14,38,800</b>	<b>15,82,680</b>	<b>43,29,480</b>

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

## HUMAN RESOURCE COSTS: ADMINISTRATIVE

Sl. No.	POST NAME	Salary (Rs./Month)	Year 1 (Rs./Annum)	Year 2 (Rs./Annum)	Year 3 (Rs./Annum)	Total (Rs./3Yrs.)
1.	Centre In Charge	15,000	1,80,000	1,98,000	2,17,800	5,95,800
2.	Academic Counselor	8,000	96,000	1,05,600	1,16,160	3,17,760
3.	Accounts Executive	7,000	84,000	92,400	1,01,640	2,78,040
4.	Attendant	5,000	60,000	66,000	72,600	1,98,600
<b>TOTAL :</b>		<b>35,000</b>	<b>4,20,000</b>	<b>4,62,000</b>	<b>5,08,200</b>	<b>13,90,200</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	Year 2	Year 3
A.	Revenue (Course Fees)	<b>46,27,600</b>	<b>69,41,400</b>	<b>92,55,200</b>
B.	Expense : Direct			
1.	Salaries (Training)	<b>13,08,000</b>	<b>14,38,800</b>	<b>15,82,680</b>
2.	AMC	-	25,000	25,000
3.	Depreciation	70,000	80,000	90,000
4.	Royalty @ 25% P.A.	11,56,900	17,35,350	23,13,800
	<b>Sub Total: B</b>	25,34,900	32,79,150	40,11,480
	<b>A - B = C</b>	20,92,700	36,62,250	52,43,720
D.	Expense : Indirect			
1.	Salaries (Administrative)	4,20,000	4,62,000	5,08,200
2.	Administrative	25,000	26,000	28,000
3.	Rent	2,40,000	2,64,000	2,90,400
4.	Telephone Charges	60,000	66,000	72,600
5.	Electricity Charges	60,000	66,000	72,600
6.	Marketing Expenses	2,40,000	2,64,000	2,90,400
	<b>Sub Total: D</b>	10,45,000	11,48,000	12,62,200
	<b>Net Surplus (C - D)=E</b>	<b>10,47,700</b>	<b>25,14,250</b>	<b>39,81,520</b>
	<b>Investment</b>	26,38,248	4,59,034	1,00,000
	<b>ROI</b>	<b>(15,90548)</b>	<b>20,55,216</b>	<b>38,81,520</b>
	<b>Cumulative ROI</b>	<b>(15,90548)</b>	<b>4,64,668</b>	<b>43,46,188</b>

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



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# The Heritage Scheme

## Application Form



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

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N.S.D.C – under The Ministry of Skill Development  
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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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## HERITAGE 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 by GTTI.
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 city centre/strategic locations
  - c. Banners
  - d. Posters
  - e. Leaflets
  - f. Wall paintings
    - i. Courses
    - ii. Road indicators
    - iii. Time indicators
  - g. Kiosk/road dividers
  - h. Tree guard/small parks
  - i. Launch advertisement
  - j. Admission advertisement
7. Admission
8. Completing set up of **Class Rooms** and **Laboratories**.
9. Appointment of faculty and support staff as and when specified by GTTI.
- 10. Inauguration**
11. Commencement of training as specified by GTTI.



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## HERITAGE 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 25% of total collection of every month within the first week of next month.
4. Yearly Renewal Fees: Renewal fees will be Rs. 1 lakh per annum.
5. 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.*
6. Guidance and monitoring of publicity strategy will be done by us.
7. All appointments, whether administrative or academic, and training of staffs.
8. Formulation of centre curriculum, training structure and course fees.
9. 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*
  - h. Student Files *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.*
10. Periodic scrutiny of all admission related records including those related to fees payments.
11. Supply of all course related technology specifications such as course structures, syllabi, equipment lists, book lists and evaluation methodology, free of charge.



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





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## HERITAGE 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. 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.



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12. 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.
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 GTTI's management to generate sufficient enquiries.
16. Proper quality of staff and faculty has to be recruited. All recruitments must have the approval of GTTI's management.