



A DIVISION OF THE GEORGE TELEGRAPH TRAINING INSTITUTE

The Heritage Scheme



GEORGE TELEGRAPH Centre of Paramedical Science

Administrative Office

31A Shyama Prasad Mukherjee Road, Kolkata – 700025 □ www.georgetelegraph.org
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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 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 Centre of Paramedical Science. 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 Centre of Paramedical Science



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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 80 courses divided into ten 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. Hotel Studies

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 (IISSSC), 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.
- 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.



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- 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 INDIAN PARAMEDICAL INDUSTRY: ITS ROBUST GROWTH

- India being a country of one hundred and forty crores has a huge scope for the medical industry that has also created a huge scope for the paramedical industry. According to a recent KPMG report approximately more than 5,00,000 trained paramedical personnel will be required in this country in the next three years.
- The Indian society that has been built up on the basis of the principles of tolerance and faith, have created a human resource pool that is caring by nature. So Indian paramedical personnel have a demand worldwide. Particularly in countries like Saudi Arabia, Oman, Iran, Iraq and Turkey, Indian paramedical personnel have filled up the HR requirement and supply gap for years.
- India's association with SAARC and the growth of interactions with the ASEAN countries have opened doors for patients from these countries to come to this nation and get treatments for diseases like heart ailments, cancer, eye related surgeries etc. This has also catalyzed the requirement of trained paramedical personnel in India and the nations surrounding her like Sri Lanka, Bangladesh, Maldives, Singapore, Thailand, Malaysia etc.
- There are over 1 lakh vacancies available for trained Emergency Medical Technicians (EMTs) in India who can be deployed in ambulances, hospital emergencies and trauma care centers. Apart from this there are over 65 lakh vacancies in allied healthcare also such as dental technicians and hygienists, medical laboratory technicians, radiographers among others.



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George Telegraph Centre of Paramedical Science at Behala and Liluah are affiliated to State Medical Faculty of West Bengal is an autonomous body constituted by the Government of West Bengal.

State Medical Faculty of West Bengal is an autonomous body constituted by the Government of West Bengal in terms of the provisions of the statutes of the faculty. The faculty is empowered with the authority to conduct examinations of various Paramedical Courses as per course curriculum approved by the State Government as also to award Diploma to the successful candidates of the approved courses.

The courses being offered by the State Medical Faculty of West Bengal are approved courses of the State Government and the Diplomas awarded by the faculty are recognized by various states as well as central authorities for the purpose of employment.

George Telegraph Centre of Paramedical Science is Associated with the following Hospitals and Heath Care Centres: AMRI Hospital, Dhakuria, Kolkata, Medica Superspeciality Hospital, Kolkata · Marwari Relief Society, Kolkata · Vidyasagar S.G. Hospital, Behala, Kolkata · Belur Sanjibani Swasthya Prakalpa Samity Hospital, Belur Howrah · Ispat Cooperative Hospital, Sonarpur South 24 Pgs.

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 relevance of its courses. New



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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.

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 3000 sq.ft. in a central location, on a main road, easily accessible by public transport.
2. Capability to invest an initial amount of Rs. 14 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. 5 lakhs only (Non refundable).
4. Courses Offered:
 - i. Diploma in Medical Lab Technician - 24 months
 - ii. Diploma in Renal Dialysis Technician - 24 months
 - iii. Diploma in Operation Theatre Technician – 24 months
 - iv. Certificate in Radiology and Imaging Technology – 12 months
 - v. Certificate in General Duty Assistant – 6 months
 - vi. Certificate in Emergency Medical Technician – 6 months
 - vii. Certificate in Anesthesia Technician – 6 months
 - viii. Certificate in Cardiac Care Technician –6 months

N.B. - Courses and course fees are subject to change as per the decisions of the Management of the Institute



Financial & Other Details for setting up of the ATC

Investment Details

Sl No	Particulars	Year 1	Year 2	Year 3	Amount (Rs.)
1	Registration Fee (Non refundable)	500000	0	0	500000
2	Training Equipments	450000	0	0	450000
3	Administrative Equipment	60000	0	0	60000
4	Class Room & Workshop Furniture	200000	0	0	200000
5	Office Furniture	75000	0	0	75000
6	Branding and PR Exercise	100000	80000	80000	260000
TOTAL		1385000	80000	80000	1545000

Note : All figures are based on our past experience and do not guarantee anything



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Revenue Details

SL No.	Course Name	Duration	Course Fees (Rs.)	1 st Yr.	2 nd Yr.	3 rd Yr.
				Approx 20 No Admission	Approx 25 No Admission	Approx 28 No Admission
				Revenue	Revenue	Revenue
1	Diploma in Medical Lab Technician	24 months	62000	1240000	1550000	1736000
2	Diploma in Renal Dialysis Technician	24 months	62000	1240000	1550000	1736000
3	Diploma in Operation Theatre Technician –	24 months	62000	1240000	1550000	1736000
4	Certificate in Radiology and Imaging Technology –	12 months	53000	1060000	1325000	1484000
5	Certificate in General Duty Assistant –	6 months	40000	800000	1000000	1120000
6	Certificate in Emergency Medical Technician –	6 months	40000	800000	1000000	1120000
7	Certificate in Anesthesia Technician –	6 months	40000	800000	1000000	1120000
8	Certificate in Cardiac Care Technician –	6 months	40000	800000	1000000	1120000
Approx Total Revenue				7980000	9975000	11172000

Note : Course fees are subject to change from time to time as per the decisions of the Management of the Institute.



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Human Resource Cost (Academic & Administrative)

Sl. No.	Designation	Approx Salary	Year 1	Year 2	Year 3
		(Rs./Month)	(Rs./Annum)	(Rs./Annum)	(Rs./Annum)
1	Administrative in Charge	17,000	204000	224400	246840
2	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	15000	180000	198000	217800
6	Trainer 2	15000	180000	198000	217800
7	Trainer 3	15000	180000	198000	217800
8	Trainer 4	15000	180000	198000	217800
9	Trainer 5	15000	180000	198000	217800
TOTAL		1452000	1597200	1756920	

Note : All figures shown here are based on our past experience and do not guarantee anything



Profit & Loss

Sl No	Particulars	Year 1	Year 2	Year 3
A.	Revenue (Course Fees)	7980000	9975000	11172000
B.	Expense : Direct			
1	AMC	0	25000	25000
2	Depreciation @5%	0	35500	35500
3	Royalty 25% p.a	1995000	2493750	2793000
	Sub Total: B	1995000	2554250	2853500
	A - B = C	5985000	7420750	8318500
D.	Expense : Indirect			
1	Staff Salaries (Administrative + Training)	1452000	1597200	1756920
2	Rent Allowance @ Rs.40,000 p.m.	480000	480000	480000
3	Telephone & Internet Charges @ 1000 p.m	12,000	12,000	12,000
4	Electricity Charges @ Rs.6000 p.m	72,000	72,000	72,000
5	Local Preomotional Expenses @ Rs.6000 p.m	72,000	72,000	72,000
	Sub Total: D	2088000	2233200	2392920
	Net Surplus (C - D)=E	3897000	5187550	5925580

Note : All figures shown here are based on our past experience and do not guarantee anything



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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

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
- 11. Affiliations, Associations and Recognitions.**



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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. Advetorials & 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.



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	<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>

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.



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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.
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.120/- (Rupees One Twenty only) per copy, to be sold by the ATC @Rs.150/- (Rupees One Hundred Fifty 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.*



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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.