



George Edcare

(Foreign Study Division of The George Telegraph Group)

Partner in Progress Scheme

GEORGE EDCARE started operating in 1999 with its focus on extensive training for aptitude tests like GRE, GMAT, SAT, TOEFL & IELTS. Since its inception in 1999 George Edcare has been preparing aspirants for international qualifying examinations such as GRE, GMAT, SAT, TOEFL and IELTS. More than 5000 students have gone with full scholarships for their post graduations abroad from George Edcare. New associations and tie ups with top ranking universities in United Kingdom & Singapore have been formed to facilitate the increasing demand of the students aspiring to study abroad. George Edcare has also partnered with the British Council & Education Testing Service to provide further guidance to the students. From January 2010, George Edcare has started comprehensive training for CPT preparation in association with Z-Prognosis for CA aspirants

CURRICULUM

We provide extensive preparation for popular aptitude tests for studying abroad. These include.

- 1) **GRE (GRADUATE RECORD EXAMINATION)** – For Engineering or general graduates to pursue their MS or PHD abroad
- 2) **GMAT (GRADUATE MANAGEMENT APTITUDE TEST)** – For MBA aspirants India and abroad.
- 3) **SAT (SCHOLASTIC APTITUDE TEST)** – For +2 candidates willing to undergo their undergraduation abroad.
- 4) **TOEFL / IELTS** – Popular English Proficiency Tests
- 5) **CPT** – Common Proficiency Test (CA entrance)

The course also includes comprehensive help regarding

- Study Material
- Library Facility
- Mock tests
- Exclusive Test Series
- Admission Assistance

TRAINING

We provide students with comprehensive know how and latest strategies for cracking these popular tests. The modularised study material used are exclusive of George Edcare and are of immense help to the students. Mock tests at regular intervals and doubt clearing sessions steers a person smoothly through the process. Extensive help in short listing universities, recommendation letters, statement of purpose guidelines and visa counselling sessions help students cope up with the hurdles of studies abroad. All students are entitled to a repetition of the entire training session without re-enrolling themselves.

EDCARE ASSOCIATIONS

- British Council's Official Registration Center for IELTS
- ETS Preferred Associate for TOEFL
- Unicenter Singapore
- Universities in UK / Australia / Canada

THE PARTNERSHIP INITIATIVE

Since 1999 this institute of excellence has nurtured the cause of studying abroad and has inspired students to prepare for a proper degree abroad. In its attempt to churn out toppers George Edcare has never compromised on quality of service may be expert faculty, exclusive study material, personalized guidance and service to the students. In all forms it's the best that a student has to be offered. Thriving on this spirit George Edcare wishes to entrust organizations that would bear the flag of excellent training, proper guidance and utmost care to the students aspiring to study abroad.

THE PROGRESS 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 standardised 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 standardised norms.
- We shall conduct the final assessment and provide the necessary guidance to successful trainees.
- We shall permit the proper admission guidance of the successful students for their destination through our Admission Assistance department. This, however, does not include any forceful imposition of decision on the student.

YOUR RESPONSIBILITY

- You will arrange for the space of suitable dimensions, as per our exact 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 conducting of courses.
- You will employ the necessary staff and faculty for the operation of a centre and conducting of courses.

REQUIREMENTS

1. Possession of an establishment, either self-owned or leased, with an approximate carpet area of 1,000 sq.ft. in a central location, on a main road, easily accessible by public transport.
2. Capability to invest an approximate amount of Rs. 4 lakhs, initially. This will include expenses on preparing basic infrastructure, purchase of training equipment, registration fees and other miscellaneous expenses.
3. Recruitment of at least 5 administrative human resource:
 - a. 1 Centre Head
 - b. 2 Information Officer
 - c. 1 Support Staff
4. Recruitment of at least 6 teaching human resource:
 - a. 1 verbal faculty (adept in teaching English aptitude)
 - b. 1 quantitative faculty (with full expertise on handling mathematics and numerical ability)
 - c. 1 special verbal faculty
 - d. 1 special quantitative faculty
 - e. 1 faculty for IELTS
 - f. 1 faculty for TOEFL

All teaching staff should have the experience and expertise of taking these aptitude tests and have excelled in their respective fields.

INVESTMENT DETAILS

SL	PARTICULARS	Year 1	Amount (Rs.)
1	Registration Fee	2,00,000	2,00,000
2	Training Equipment	1,00,000	1,00,000
3	Class Room & Workshop Furniture	50,000	50,000
4	Interiors & Branding	50,000	50,000
	TOTAL	4,00,000	4,00,000

REVENUE PROJECTION [FOR 8 STUDENTS / COURSE]

SL	COURSE NAME	COURSE FEES	ONE YEAR	AMOUNT
01.	GRE	22,400.00	8 X 22,400.00	1,79,200.00
02.	GMAT	24,200.00	8 X 24,200.00	1,93,600.00
03.	SAT	22,400.00	8 X 22,400.00	1,79,200.00
04.	TOEFL	9,800.00	8 X 9,800.00	78,400.00
05.	IELTS	9,800.00	8 X 9,800.00	78,400.00
06.	CPT	8,300.00	8 X 8,300.00	66,400.00
TOTAL AMOUNT -				7,75,200.00

(IN WORDS – RUPEES SEVEN LACS SEVENTY FIVE THOUSAND TWO HUNDRED ONLY.)

EQUIPMENT COST

SL	PARTICULARS	AMOUNT IN 1 YR
01.	STUDY MATERIALS – GRE,GMAT, SAT,TOEFL/ IELTS [RS.5,000.00 X 4]	RS. 20,000.00
02.	XEROX,PRINTING & STATIONERY [RS. 4,000.00 X 12]	RS. 48,000.00
03.	COMPUTER SET UP [INCLUDING INTERNET,SPEAKER & PRINTER – 4 PCS]	RS. 1,20,000.00
TOTAL AMOUNT		RS. 1,88,000.00

(IN WORDS – RUPEES ONE LAC EIGHTY EIGHT THOUSAND ONLY.)

HUMAN RESOURCE COST

PARTICULARS	IN DETAILS	IN ONE YEAR
<i>ADMINISTRATIVE</i>	1 CENTRE HEAD – RS.8,000.00 X 12	RS. 96,000.00
	2 INFORMATION OFFICER – RS. 5000.00 X 2 X 12	RS. 1,20,000.00
	1 SUPPORT STAFF – RS.3000.00 X 12	RS. 36,000.00
	TOTAL AMOUNT -	RS. 2,52,000.00
<i>ACADEMY – FACULTY REMUNERATION</i>	VERBAL – RS.200.00 PER HR. X 2 CLASS PER WEEK (i.e. 4 hrs) = RS.800.00 PER WEEK X4 = RS 3200.00 PER MONTH X 12	RS. 38,400.00
	SPL.VERBAL – RS. 150.00 PER HR.X 2 CLASS PER WEEK (i.e. 4 hrs) = RS. 600.00 PER WEEK X 4 = RS. 2400.00 PER MONTH X 12	RS. 28,800.00
	QUANTS - RS.200.00 PER HR. X 2 CLASS PER WEEK (i.e. 4 hrs) = RS.800.00 PER WEEK X4 = RS 3200.00 PER MONTH X 12	RS. 38,400.00
	SPL.QUANTS - – RS. 150.00 PER HR.X 2 CLASS PER WEEK (i.e. 4 hrs) = RS. 600.00 PER WEEK X 4 = RS. 2400.00 PER MONTH X 12	RS. 28,800.00
	TOEFL – RS.200.00 PER HR. X 2 CLASS PER WEEK (i.e. 4 hrs) = RS.800.00 PER WEEK X4 = RS 3200.00 PER MONTH X 12	RS. 38,400.00
	IELTS - – RS.200.00 PER HR. X 2 CLASS PER WEEK (i.e. 4 hrs) = RS.800.00 PER WEEK X4 = RS 3200.00 PER MONTH X 12	RS. 38,400.00
TOTAL AMOUNT -		RS. 2,11,200.00

TOTAL EXPENSE FOR HUMAN RESOURCE = **RS. 2,11,200.00 + 2,52,000.00 = RS. 4,63,200.00** [IN WORDS – RUPEES FOUR LACS SIXTY THREE THOUSAND TWO HUNDRED ONLY.]

PROFIT & LOSS PROJECTION

FOR FIRST YEAR

SL.	PARTICULARS	IN ONE YEAR
01.	<u>INCOME -</u> REVENUE FOR 48 STUDENTS IN A YEAR [8 STUDENTS PER COURSE (i.e) 6 COURSE]	RS. 7,75,200.00
02.	<u>EXPENSES -</u> (a) EQUIPMENT - RS. 1,88,000.00 (b) HUMAN RESOURCE - RS.4,,63,200.00	RS. 6,51,200.00
	INCOME - EXPENSE [RS.7,75,200.00 - RS.6,51,200.00]	RS. 1,24,000.00
NET SURPLUS -		RS. 1,24,000.00

[IN WORDS – RUPEES ONE LAC TWENTY FOUR THOUSAND ONLY.]

FOR SECOND YEAR

SL.	PARTICULARS	IN SECOND YEAR
01.	<u>INCOME -</u> REVENUE FOR 48 STUDENTS IN A YEAR [8 STUDENTS PER COURSE (i.e) 6 COURSE]	RS. 7,75,200.00
02.	<u>EXPENSES-</u> (a)STUDY MATERIALS & XEROX, PRINTING & STATIONERY (b) ADMINISTRATIVE EXPENSES (c) ACADEMY –FACULTY REMUNERATION	RS. 68,000.00 RS .2,52,000.00 RS. 2,11,200.00
	INCOME - EXPENSE [RS.7,75,200.00 - RS.. 5,31,200.00]	RS. 2,44,000.00
NET SURPLUS -		RS. 2,44,000.00

[IN WORDS – RUPEES TWO LAC FORTY FOUR THOUSAND ONLY]

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

**Partner In Progress Scheme
Application Form**

 **George Edcare**
ESTD. 1999

(A Unit of The George Telegraph Group)

Head Office:

Contact Address: 31A, S.P. Mukherjee Road 700025 Kolkata -700025 Ph:

033 24742323/24743544

E-mail : georgeedcare@gmail.com

Fax : 2474 9696(Extn. 22)

Baguiati Office:

PP-101 Nazrul Islam Avenue, Prafulla Kanan

Frost House, Krishnapur

VIP Road, Kolkata - 700059

PARTNER IN PROGRESS SCHEME APPLICATION FORM

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 The 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 franchise	
2.	State wherein the town/city is in	
3.	Distance from the state capital	
4.	Location of the proposed franchise 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 bylane	

Date	
Place	Full Signature of the Applicant

PART II: BUSINESS INFORMATION

1.	Investment Details	<i>(approximate requirement: Rs.4 lakhs)</i>
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 toilets	
4.	Expected start 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

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	
	Professional	
	Retired/Other (please specify)	
7.	Years of work experience	
8.	Years of teaching/academic work experience	
9.	Income	
	3 years' turnover per annum, if in business	
	Personal income per annum, if not in business	

Date	
Place	Full Signature of the Applicant

PART IV: MARKET SURVEY

1.	Approximate population of proposed location	
2.	Surrounding area information	<i>(enter town names; distance)</i>
	Nearby towns	
	Nearby industrial areas	
	Nearby tourist spots of repute	
3.	Academic environment	
	Number of vernacular secondary schools	
	Number of English medium secondary schools	
	Number of vernacular higher secondary schools	
	Number of English medium higher secondary schools	
	Number of undergraduate colleges	
4.	Media information	<i>(enter names of publications/channels)</i>
	Number of regional vernacular newspapers	
	Number of regional English language newspapers	
	Number of national vernacular newspapers	
	Number of national English language newspapers	
	Number of vernacular magazines	
	Number of English language magazines	
	Population percentage with access to Cable TV	

Date	
Place	Full Signature of the Applicant

PARTNER IN PROGRESS CENTRE ESTABLISHMENT
COURSE OF ACTION

1. Submission of Franchise Application
2. 100% payment of **Registration Fees**.
3. Signing **Deed of Agreement** for Franchise.
4. Appointment of Centre Head and Information Officer; training of these personnel in Main Training Centre.
5. Setting up operation of **Admission Office**.
6. Commencement of Publicity Campaign:
 - 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
- 10. Inauguration**
11. Commencement of training. □

PARTNER IN PROGRESS CENTRE OPERATION
SUPPORT FROM THE INSTITUTE

1. Free advice on brand building 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. It is mandatory to obtain prior approval from us of all publicity material prior to issue.
5. Final screening of all appointments, whether administrative or academic, prior to issue to appointment letters to concerned personnel.
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. Study Material *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. Admission Assistance Dockets *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.
8. Periodic scrutiny of all admission related records including those related to fee payments.
9. Supply of all course related technology specifications such as course structures, syllabi, equipment lists, book lists and evaluation methodology, free of charge.
10. Monitoring and evaluation of training procedures as per our norms.
11. Evaluation procedures such as formulation of question papers, scrutiny of answer scripts, tabulation of marks and subsequent certification of all successful trainees.
12. Admission assistance and Test Series to all interested students after registration in the respective programs.

**PARTNER IN PROGRESS CENTRE OPERATION
DUTIES OF AN ATC**

1. Compliance with advice on brand building and interior decoration at the time of establishment.
2. Compliance with norms of the institute for all publicity material and media. Obtaining prior approval from us of all publicity material prior to issue.
3. Obtaining approval for all recruitments from us prior to issue to appointment letters to concerned personnel.
4. Compliance to the norms of the Institute in all administrative and academic matters.
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 fortnightly reports on total enquiries, total admissions, total collections and all other information as may be specified from time to time.
8. Payment of Royalty to the Institute @25% of the total collection every month, within the 7th day of the following month.
9. Payment in advance to the Institute for any support material which is not specified as being free of cost. Such material include:
 - a. Information Brochures @Rs.80/- (Rupees Eighty only) per copy, to be sold by the ATC @Rs.100/- (Rupees Hundred only) per copy.
 - b. Student Files @Rs.100/- (Rupees Hundred only) per copy, to be supplied to the students in the ATC free of charge.
 - c. completion of training in courses as per the specified time schedule.