

PDUCTC - 241
13/02/2025

CENTRE FOR DISTANCE AND ONLINE EDUCATION
GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY HISAR
(Established by State Legislature Act 17 of 1995)
"A+" Grade, NAAC Accredited

NOTIFICATION

The Vice-Chancellor is pleased to approve the following recommendations of the Committee constituted for revision of the policy/guidelines of Marketing Channel Partners (MCP) of the Centre for Distance and Online Education (CDOE) from the academic session February, 2025.

After reviewing all issues, the Committee has finalized the following revised policy/guidelines of Marketing Channel Partners (MCP): -

1. The interested Marketing Channel Partners (MCP) should be a registered organization/societies/ firms/ Pvt. Ltd. Company etc.
2. The Marketing Channel Partners will have to deposit an interest free refundable security money of Rs. 3 Lacs in favour of the Registrar, GJUS&T, Hisar in the form of Demand Draft. The said security money is refundable after 6 months after receiving the discontinuation request from the MCP.
3. Marketing Channel Partners (MCP) will be associated on the basis of incentive (as per given in the Table).

Sr. No.	Type of Programme	Incentive Per Student in % of Fee for MCPs
1.	Certificate & One Year Diploma Programme (ODL/ONLINE)	30%
2.	ODL & Online Mode Degree Programme	35%

4. The incentive will be paid one time to the associated Marketing Channel Partner (MCP) from the Gross fee of the admission year after deducting Registration fee, Examination fee and Alumni fee charges. In case of Haryana Knowledge Corporation Limited (HKCL) courses, incentives will be paid from the University share only.
5. The associated Marketing Channel Partners (MCP) will be given a Unique Referral Code by CDOE to use it in the online application form of their referred candidates as Marketing Channel Partners Referral Identification Number (MCPRIN).
6. That the functioning of Marketing Channel Partners (MCP) will be totally non-academic activity like advertisement, referring admission, filling up of application form on CDOE/University website, scanning of photographs and uploading of documents etc.
7. The University shall pay a lump sum amount per eligible student only as per incentive i.e. laid down in point No. 3 for filling up of application & forms of candidate on University website, scanning and uploading of photographs and other required documents etc.
8. The incentive of Marketing Channel Partners (MCP) will be assessed on the basis of number of application in the Marketing Channel Partners Referral Identification Number (MCPRIN).



RM / PRN

9. The Incentive for not eligible candidates proposed for admission will not be entertained for MCPs incentive assessment.
10. The incentive for Post Matric Scholarship (PMS) students will be disbursed only after the full receipt of fees to the University by the PMS students for the admission year only.
11. The payment of incentive will be disbursed to the MCPs after deduction of TDS or any other deduction as per the Government rules.
12. The Incentive to MCP will be disbursed only after receiving the second installment of fee (except certificate courses). In case of drop out (after 1st installment of fee) students, the incentive will not be paid.
13. MCPs will not charge any extra fees from the students on account of University fees and abide by the rule and regulations of the University.
14. MCP's can advertise themselves only as Marketing Channel Partner of the University. They are not supposed to misbrand or misuse the name and goodwill of the University.
15. In any Case, the Marketing Channel Partners are found guilty for non-compliance of University norms and regulations or found misusing the brand name of University, then the MCP may be penalized or their security amount may be forfeited as per the decision given by arbitration committee constituted by the Hon'ble Vice-Chancellor.
16. The Examination Centers for the students admitted in ODL programmes through MCP will be within the territorial jurisdiction of the University.
17. All Marketing Channel Partner will have to submit their copy of all the relevant Id's and documents of organization as well as of promoters, like Aadhar card and PAN card etc. along with cancelled cheque and bank account details.
18. Personal interaction of the Company Person/ MCP will be held with the Committee constituted by the Hon'ble Vice-Chancellor before the issuance of final authority letter.
19. The Hon'ble Vice-Chancellor reserves the right to change the terms and conditions after completion of academic session.
20. All disputes and differences shall be referred to the courts at Hisar, Haryana (INDIA) which shall be the courts having jurisdiction to entertain.
21. Marketing Channel Partner has to submit an Affidavit duly attested by Executive Magistrate as per the prescribed format.
22. The indemnification clause will not be applicable to CDOE, GJUS&T, Hisar with all associated Marketing Channel Partners. The functions and operations of Marketing Channel Partners will be independent. They will be solemnly responsible for any kind of physical, monetary or human resource related casualty or losses.
23. The University have right to cancel the license of Marketing Channel Partner at any stage without any prior notice.