

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 to engage the various Marketing Channel Partners (MCP) in the Centre for Distance and Online Education U/S 11(5) of the Guru Jambheshwar University of Science & Technology, Hisar Act, 1995 in anticipation of approval of the Executive Council :-

1. The University shall call the Expression of Interest (EOI) or Letter of Intent (LOI) to associate the marketing channel partners (MCP) from Public through advertising on University website or CDOE Website or local news papers or through any other suitable online /offline mass media.
2. These Marketing Channel Partners (MCP) may be a registered organization/societies/ firms/ Pvt. Ltd company etc. will be associated to the CDOE in response to their Expression of Interest (EOI) or letter of intent (LOI) submitted to Director, CDOE.
3. Marketing Channel Partners (MCP) will be associated in three categories depending on their target of the number of admission through them. Classified categories of partners are as:
 - A. Premium Marketing Channel Partner (PMCP); Admission target: 1001 and above
 - B. Classical Marketing Channel Partner (CMCP); Admission target: 501 to 1000
 - C. Regular Marketing Channel Partner (RMCP); Admission target: Up to 500
4. The association of Marketing Channel Partners will remain effective for two years (i.e. two academic sessions) from the date of association and further extendable as per requirement.
5. The registration of Channel Partners will be extendable up-to three years by the competent authority on the recommendations of Director, CDOE after evaluating the performance, efficiency and conduct of the Marketing Channel Partners. The category of MPC can be upgraded or downgraded after one year on the request of MCP.
6. The Marketing Channel Partners will have to deposit an interest free refundable security amount according to the relevant category of marketing channel partner. The security amount for RMCP, CMCP and PMCP is a interest free sum of Rs. 3, 7 and 10 Lacs respectively on account of Refundable Security in favour of Registrar, GJUS&T, Hisar in the form of Demand Draft.
7. Marketing Channel Partners (MCP) will be associated on the basis of incentive/commission (as per given in the Table).

Serial. No.	Type of Programme	Incentive Per Student in % of Fee* for RMCPs (Upto 500 Admission)	Incentive Per Student in % of Fee* for CMCPs (501 to 1000 Admission)	Incentive Per Student in % of Fee*. for PMCPs (1001 and above Admission)
1.	Certificate Programme	25%	35%	50%
2.	Diploma Programme (ODL/ONLINE)	15%	25%	40%
3.	ODL Mode Programme	20%	35%	50%
4.	Online Mode Programme	20%	40%	55%

- *The Base fee for calculation of incentive will be taken after deduction of registration fee, Examination fee, Alumni fee charges/fees and any other miscellaneous charges mentioned in the prospectus from the gross fee of the admission year only.
8. The incentive/commission will be paid only one time to the associated marketing channel partner (MCP) as given in the above table.
 9. The associated Marketing Channel Partners (MCP) will be given a Unique Referral Code by CDOE to use this in the online application of their referred candidates as Marketing Channel Partners referral Identification number (MCPRIN).
 10. That the functioning of Marketing Channel Partners (MCP) will be totally non-academic like advertisement, referring admission, filling up of application form on CDOE/University website, scanning of photographs and uploading of documents etc.
 11. The University shall pay lump sum amount per student for duly filling up of application form of eligible candidate on University website, scanning and uploading of photographs and required documents.
 12. 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).
 13. Incentive/commission for Not eligible Candidates proposed for admission will not be entertained for MCPs incentive assessment.
 14. The incentive/commission for Post Matric Scholarship students will be disbursed only after the full receipt of fees to the University by the PMS students.
 15. The payment of incentive will be disbursed to the MCPs by due deduction of TDS or any other deduction as per the Government rules.
 16. The Incentive/commission to MCP will be disbursed after receiving the second installment of fee (except certificate courses). In case of drop out (after 1st installment of fee) students, the incentive/commission will not be paid.
 17. It is made clear to all MCPs that they will not charge any extra fees from the students on account of University fees and abide with the rule and regulations of the University.
 18. 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.
 19. 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.
 20. The examination Centers for the students admitted in ODL programmes through MCP will be within the territorial jurisdiction of the University.
 21. All Marketing Channel Partner will have to submit their copy of all the relevant Id's and document of organization as well as of promoters, like Aadhar card and PAN card etc. along with cancelled cheque and bank account details.
 22. 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.

23. The Hon'ble Vice-Chancellor reserves the right to change the terms and conditions after completion of academic session.
 24. All disputes and differences shall be referred to the courts at Hisar, Haryana (INDIA) which shall be the courts having jurisdiction to entertain.
 25. Marketing Channel Partner has to submit an Affidavit duly attested by Executive Magistrate as per the prescribed format.
 26. 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.
- Note:** The incentive/commission will be paid as per different slab wise i.e. Upto 500, 501-1000 & 1001 and above to all categories of Marketing Channel Partner (MCP).

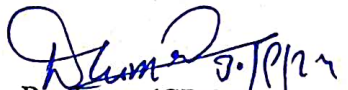
Director (CDOE)

Endst. No. CDOE-3/2024/ 230-241

Dated: 30/09/2024

Copy of the above is forwarded to the following for information and necessary action:-

1. Dean Academic Affairs, GJUS&T, Hisar.
2. Prof. Yogesh Chaba, Dept. of CSE, GJUS&T, Hisar.
3. Dean of Colleges, GJUS&T, Hisar.
4. Prof. O. P. Sangwan, Chairperson, Dept. of CSE, GJUS&T, Hisar.
5. Director, PDUIC, GJUS&T, Hisar with the request to upload the same on the University website as well as CDOE website.
6. Joint Director, GJUS&T, Hisar.
7. Financial Advisor, GJUS&T, Hisar.
8. Er. Vinod Goyal, Assistant Professor, CDOE, GJUS&T, Hisar.
9. DR/AR (Accounts), GJUS&T, Hisar.
10. OSD to Vice-Chancellor (for kind information of the Vice-Chancellor), GJUS&T, Hisar.
11. Supdt. O/o Registrar (for kind information of the Registrar), GJUS&T, Hisar.
12. O/o Director (CDOE) (for kind information of the Director, Centre for Distance and Online Education), GJUS&T, Hisar.


Dy. Registrar (CDOE)