



Punjab Technical University

Jalandhar

www.ptu.ac.in

YEAR 2010



New Learning Center Proposal & Guidelines

DISTANCE EDUCATION PROGRAMME

INDEX:

ABOUT US	2-3
PROGRAMS	3
FEATURES	4-5
PROCESS	6-7
OBLIGATIONS	8-9
INFRA REQ.	9-10
REVENUE	10
CONTACT US	11

SPECIAL POINTS OF INTEREST:

Distance education to grow by 500%.

PTU grows by 100% per annum for 3 consecutive years.

PTU is approved by Joint-Committee of UGC-AICTE-DEC (IGNOU) and all the students passing the courses run by PTU are eligible for Central Govt. Jobs.

PTU is the member of AIU.

SECTION 1: ENROLLMENTS; TODAY & FUTURE

In 2001, the enrollment ratio in higher education in India was 6.2% only. Thus, more than 93% students of 10+2 did not join the higher education. Even the students who joined higher education were largely into irrelevant education.

With such kind of enrollments in higher education we cannot dream of India as

a Super Power!

As per the 11th plan, the Government of India targets to increase the higher education enrollments from current 8% to 20%. The total enrolment in higher education at the end of 10th Plan is estimated to be 1.2 crores out of which the contribution of distance education alone is 24%. The government has

decided to increase the enrolment in distance education from 24% to 40% and to achieve this there is a renewed emphasis on distance education throughout the country.

**500 %
GROWTH**

NARRATION	2001	2012
ENROLLMENT RATIO IN HIGHER EDUCATION	6.2%	20%
TOTAL POPULATION IN AGE GROUP OF 17- 23	17 CRORE	18 CRORE
STUDENTS ENROLLED IN HIGHER EDUCATION	1 CRORE	3.6 CRORE
DISTANCE EDUCATION CONTRIBUTION TO H.E.	24%	40%
STUDENTS ENROLLMENT IN DISTANCE EDUCATION	24 LAKH	140 LAKH

SECTION 2: DISTANCE EDUCATION-AN OVERVIEW

Although, distance education is not new internationally, but in India it has recently come in vogue. Today, distance education calls upon an impressive range of tech-

nologies to enable teachers and students who are separated by distance to communicate with each other either in real time (synchronous) or delayed time (asynchronous).

Due to the rapid technological change and shifting market conditions, the education system across the globe is changing. It is challenged with providing

OVERVIEW (CONTD)

Increased educational opportunities without increased budgets. Many educational institutions are answering this challenge by developing distance education programmes. These types of programmes can provide adults with a second chance at a college education, reach those disadvantaged by limited

time, distance or physical disability and update the knowledge base of workers at their places of employment.

Thus all concerned with the future of distance education in this country should see the hidden opportunity in this service sector and

re-organise and re-orient themselves in a manner to compete with the forthcoming challenges and business opportunities.



Happy students of U.P. & Uttarakhand swirling their caps in the air after the 8th convocation gets over at PTU Main Campus, Kapurthala Road.

3.1 PUNJAB TECHNICAL UNIVERSITY

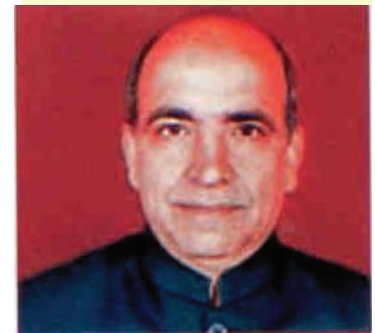
Section 3 : ABOUT US

PTU was established by the Government of Punjab in 1997 through a State Legislative Act and is recognised by University Grant Commission under section 2(f) of UGC act. All 288 Technical & Professional Colleges in the State of Punjab are affiliated to PTU that includes Engineering, Management, Pharmacy, Hotel Management & Architecture Institutions. All these colleges are approved by All India Council of Technical Education (AICTE). More than 1,30,000 students are pursuing higher education in Regular Colleges of PTU. The University has

moved to its 75 acre campus on Jalandhar-Kapurthala road that has more than 1,50,000 sq.ft of carpet area, in the year 2008. The University is now headed by Dr. Rajneesh Arora, a visionary and an experienced administrator. A doctorate in electrical engineering from IIT- Delhi, brings with him 12 years of teaching and research experience. For 10 years he has worked for uplifting the tribal area of Jharkhand.

The Directorate of Distance Education is headed by Dr. N. P. Singh who is Ph.D. In Physics from Guru Nanak Dev University, Amritsar.

Dean, Punjab Technical University, Jalandhar. (October 12, 2006 - till - date). Founder Director, PTU Caparo School of Excellence, Jalandhar. Director (Officiating), Sant Longowal Institute of Engg. & Technology, Longowal. Visiting Faculty, Department of Physics, Grambling State University, Grambling, Louisiana, LA 71245, USA. Visiting Scientist, ICTP (Italy). The programme is offered and executed through a unique Public Private partnerships with the Regional and Learning Centres. The Regional Centres act as a bridge between the



Dr. Rajneesh Arora, Honorable Vice Chancellor



Dr. N. P. Singh, Dean Distance Education Programme

PTU DISTANCE EDUCATION PROGRAM-CONTD

University, Learning Centres and Students.

The Regional Centres have established their offices as per the university norms and requirements and have different departments to provide requisite service. They have to have Managers and Staff to manage The project, Data Base, Marketing, Call Centre, Accounts etc.

The RC's have monthly meetings with the University Officers to apprise them of the Market Scenaria to formulate the required policies for expansion and development of the Programme. The examinations are conducted at reputed colleges in each city. As on date PTU's Distance

Learning Programme is spread all over country with a base of 21 Regional Centres and 1650 Learning Centres. PTU is ready to expand outside the boundaries of India under the able guidance of our Vice Chancellor, Dr. Rajneesh Arora & Dean (DEP), Dr. N. P. Singh.



Mr. Ajesh Gugnani, Secretary All India PTU DEP Associates addressing issues in National Conference in Shimla.

These programs are offered through a pyramid structure and have a unique multi-entry-multi-exit system.

SECTION 4: PROGRAMS

INFORMATION TECHNOLOGY	FASHION
ADHNT	DIPLOMA, B.SC, PG DIPLOMA & M.SC IN:
DCA	FASHION TECHNOLOGY
BCA	JEWELLARY DESIGN
BSC-IT	INTERIOR DESIGN
PGDCA	HOSPITALITY
MSC-IT	DIPLOMA, B.SC, PG DIPLOMA & M.SC IN:
MCA	HOTEL MANAGEMENT CATERING TECHNOLOGIES & TOURISM
MANAGEMENT	AIRLINES TICKETING HOSPITALITY MANAGEMENT
BBA	PARAMEDICAL
PGDBM	DIPLOMA, B.SC, PG DIPLOMA & M.SC IN:
MBA	MEDICAL LAB TECHNOLOGY, HOSPITAL MANAGEMENT
MBA RETAIL	CLINICAL MICRO-BIOLOGY, FIRE SAFETY & HAZARDS
MBA INSURANCE	BIO-INFORMATICS & BIO-TECHNOLOGY
LATERAL ENTRY available in MBA, MCA & BSC & MSC in all courses	MEDIA
	DIPLOMA, B.SC, PG DIPLOMA & M.SC IN:
	MASS COMMUNICATION ADVERTISEMENT JOURNALISM

Diplomas awarded by Universities/recognized boards shall only be considered for Lateral Entry.



Students Learning Tips in Nouvelle Cuisine Workshop 1. At LC in Lucknow



Students Learning Tips in Nouvelle Cuisine Workshop 2 At LC in Lucknow

5.1 RECOGNITION

SECTION 5: FEATURES

- PTU is a State Government University established by the State Legislative Act and is approved by University Grants Commission under section 2(f) of UGC act.
- All programmes offered by PTU through its distance education programme are approved by Joint Committee of UGC-AICTE-DEC (IGNOU) and thus as per Notification No. 44 of Ministry of Human Resources & Development, all the students passing these courses are eligible for Central Government Jobs.
- PTU is member of AIU (Association of Indian Universities)
- All Regular Colleges affiliated to PTU are approved by AICTE.
- MSC-IT of PTU DEP is equivalent to Masters Degree of British Universities.
- MBA of PTU is recognised by University of West Canada. PTU students will get a benefit of saving time & money while enrolling in masters programme from this university.



RECOGNISED BY JOINT-COMMITTEE OF UGC-AICTE-DEC (IGNOU)

5.2 PYRAMID-(MULTI ENTRY-MULTI EXIT)

To practically facilitate the students in the job market PTU DEP programme provides a unique & flexible multi-entry-multi-exit system in all its degree programmes. The first two semesters of a BSC programme are equivalent to the diploma & first two semesters of MSC are equivalent to a PG Diploma. The students can quit after the diploma or PG diploma for taking up jobs and then return in lateral entry of the subsequent degree programme. Similarly students who have done diploma or PG diploma from other recognized Universities also join the PTU programmes in lateral entry. This pyramid structure empowers the students to acquire basic skills to go to the job market and then return with their own resources to upgrade their skills and knowledge.

50% of our enrollments are in Lateral Entry System due to its Unique flexibility

5.3 SYLLABI

In true spirit of this public-private-partnership model, PTU maintains a strong liaison with the industry through its associates and partners and updates its syllabi as per the industry needs. PTU has academic experts from the industry on its panel and in respective board of studies. It also invites, from time-to-time the industry experts in its academic meetings and reviews. Thus, we can proudly claim our syllabi

to be the latest, industry and job oriented.

Recently, PTU has designed MBA programme for Retail and Insurance & Risk Management to cater to Retail & Insurance Industry



Dr. R. P. Singh, VC-Sharda University in Learning Centre's Meet at Lucknow



PTU students of BCA performing dance in the Annual Function at Lucknow

5.4 EXAMINATION SYSTEM

Besides the network of Learning Centers; the University has a strong network of more than 400 examination centers across the country. These examination centers are established in professional or humanity colleges or other similar reputed institutions.

The University arranges to deliver the entire exam material to all its exam centers and then collect them back to various nodal centers. It has a proven track record of conducting authentic and fool proof examinations since last 9 years for distance learning programs.

It also has been handling the voluminous CET (Common Entrance Test) for all its affiliated colleges for the aspiring engineers and managers.

The result of approx. 2 lac students of PTU DEP is being declared in record time of 40 days.



PTU students working in Computer Lab and attending lecture in the class room in a Learning Centre at Meerut.

5.5[A] 2-HOURS A DAY

The strength of the programme lays in the 2 hours every day contact classes at the learning centers. This includes one hour of theory and one hour of

practical. Other than these the students are free to use labs for unlimited time, access library and internet. The learning centers are equipped

with relevant labs, classrooms, library, staff room and other required facilities to conduct these theory and practical classes.

5.5[B] COURSE MATERIAL

The University has prepared its entire course material in SIM (Self Instructional Material) as per the syllabi of relevant courses except for some applied technology courses. These books are made

available to the students before the commencement of classes in every session. The SIM books have inline questions, exercises, provision for notes and other features for distance learn-

ing students. Other than these exercise work books and practical books will also provided.

5.7 COMMUNICATION & SOFT SKILLS

Besides the academic inputs the University lays a significant stress on developing the communication and soft skills of its students. This is a com-

pulsory subject in first semester of each course. PTU provides a unique and special SIM book for this subject to all its students. A 12 hour video

with animated content in a DVD is supplied to each student. Periodically Train the Trainer programs are conducted to add value to the learning process.

PTU DEP:-
 7000 Faculty
 18000 PC's
 22.50 Lakh Sq.Ft Area
 50 Million Hours of Education Delivery & 8.00 Lakh Answer Sheets Evaluated per semester



SIM Books of PTU Distance Education Program

SECTION 6: PROCESS FOR ESTABLISHMENT OF LC

6.1 INTRODUCTION

PTU has a professionally laid down process short-listing and establishing learning centers that are passionate towards the main objective of the University and its distance education programme. The main objective is to reach

out to the masses and provide an opportunity of accessible, affordable and relevant higher education.

While short-listing the applicant institute the University considers the infrastructure, human resources, experience,

placements and most important the attitude and approach towards promotion, counseling and education delivery. The detailed procedure of applying for a new LC is placed below:

PROCESS

6.2 FEES

A prospective learning center has to pay a non-refundable processing fee of Rs.10,000/- (Punjab) & Rs.15,000 (Outside Punjab) per stream along with the prescribed application form.

The applicant has also to pay the authorization fee of Rs.40,000/- per stream separately for IT and Non IT stream of courses, when asked for. The applicant has to pay a course approval fee of Rs. 10,000/- also for each course. This is normally done before the inspection of the applicant institute. In case the approval to run the courses is not granted these demand drafts are returned and if en-cashed, the amount is refunded.

No fee, whatsoever, is refundable if approval is granted or approval letter is issued. In the first year the applicant get a maximum of four courses approved.

For example if LC applies for MBA, MCA, BSCIT and MSCIT the following fee is to be paid:

- 1.Rs.15,000/- as processing charges (Non-Refundable)
- 2.Rs.40,000/- as authorization charges for IT stream
- 3.Rs.40,000/- as course allotment fee (Rs.10,000 X 4 courses)

The fee in point no. 2 and 3 are en-cashed only if the center is allotted.

All payments to be made ONLY in favor of Registrar, Punjab Technical University, payable at Jalandhar in shape of a demand draft

Submit filled application with processing fee, annexure's & photos as asked for.

The applicant should be a Trust or Society to apply for being a PTU Learning Centre. In special cases, Ltd. and Pvt Ltd. Companies preferably listed with reputed standing may also apply for being a PTU Learning Centre. It shall be the discretion of University to approve big industrial houses or pvt / public Ltd. companies to open LC's of PTU.



ER. R. P. S. Bedi, Ex. Dean (DEP), PTU along with Mr. Atul Srivastava, Regional Head, UP & Uttarakhand & Mr. Ajesh Gugnani, Regional Head, West-Bengal inaugurating LC Meet at Lucknow

Fill the form correctly and attach all relevant documents asked in the form.



PTU Hotel Management Students during a session in the Kitchen of Learning Centre at Lucknow



PTU Hotel Management Students during a session on the Front Desk of Learning Centre at Lucknow

6.3 STEPS

- Applications must reach the University / Respective Regional Centres by the last date
- Applications are scrutinized and shortlisted
- Short listed applicants need to deposit complete authorization and course fee
- Applicants are visited through nominated experts of the University
- Inspection report is submitted to PTU DEC for consideration
- If approved, allotment letter is issued; else authorization & course fee is refunded
- Upon allotment, Regional Centre will suitably conduct an orientation programme



PTU students after winning a friendly match at Allahabad (LC Name: NIPS)



New LC Induction Programme of IT & Management at Piccadilly Lucknow

6.4 FORM SUBMISSION

- Application form should be neatly filled up
- Photographs of areas mentioned in form are compulsory and other than those more photos may be pasted on the next sheets attached separately
- Paste the photographs so that they highlight the specific area of premises
- You may also submit other relevant material of your institutions that may be the prospectus, brochure, placement details, video clips, corporate presentation etc. This may be any such material that speaks of your institution and impress upon that why PTU should appoint you a learning center.
- All documents should be duly signed and stamped and in case of photo copies they should be attested by you.
- Send the completed forms in all respects to Regional Center

Unless all documents are complete, the application may not be considered in Phase-I

**USE ONLY
PRESCRIBED
FORM OF THE
CURRENT YEAR**



PTU students of Allahabad Learning Centre, NIPS donating blood at Govt. Hospital, Allahabad.

6.5 DISCLAIMER

Mere submission of an application does not mean that you will be allotted the center. Any applicant should not indulge in any activity that highlights them to be a learning center TILL they get an allotment letter duly signed from the University.



Regional Heads with PTU Officials at National Conference in 2009 at Goa

SECTION 7: OBLIGATIONS

PTU offers its distance education programme through a unique Public-Private-Partnership model where the essential functions are retained by the University. This includes academia, examination, evaluation, certification etc where as

other issues like database management, trainings, MIS, call centre, promotion etc are delivered by the private partners. The arrangement has well laid down obligations that are as under:
The University has

allocated specific geographical zones exclusively to respective Regional Centres through a process. The regional centre is responsible for various services to the Learning Centres following under the said zone.



PTU team at International Conference on Distance Education in Delhi & at New College Nottingham

7.2 PTU OBLIGATIONS

- * Design & Offer Courses, Standardize the Infrastructure, Recruitment.
- * Design the Syllabus and Publish the Course Material.
- * Lay down the eligibility criteria of the

- Faculty & Students.
- * Lay down and implement all requisite norms.
- * Conduct and manage the entire examination process.
- * Evaluation and

- Certifications.
- * Quality Assurance, Monitoring & Governance of the Programme.

**-PTU Governs
-RC Facilitates
-LC Delivers
-Student Gains**

7.3 REGIONAL CENTER OBLIGATIONS

- * Coordinate with the University for all purposes.
- * Arrange & Deliver promotional material, course material, student's ID Cards etc.
- * Formulate and execute the marketing and advertisement campaign.
- * Training of Learning Centre Staff.

- * Management of Study Centres in the zone.
- * Assistance in conduct of examination.
- * Conducting audits (Technical, MIS, Library and Financial Audits).
- * Documents and Data Control.
- * Assist in counselling, local promotion and student enrollment

- process.
- * Solve day-to-day problems of the study centre, staff and students.
- * Act as a call centre for all purposes.



PTU's Self Financed Campus established in 75 ares of land at Kapoorthala near Pushpa Gujral Science City.

7.4 LEARNING CENTER OBLIGATIONS

- * Infrastructure as specified by University.
- * Faculty as specified by University.
- * Local marketing for promotion of courses as specified by RC.
- * Timely course completion.
- * Maintenance of records of students and MIS.
- * Designing of presentations, projects, assignments and exams.
- * Conduct internal exams and provide internal assessment.
- * Conducting seminars and open house discussions from time to time.
- * Follow guidelines, formats & instructions issued by PTU & Regional Centre (RC) from time to time.
- * Maintain the viability of PTU Project at the Learning Centre.
- * RESPONSIBLE FOR EDUCATION DELIVERY.

SECTION 9: ACTIVITIES

The PTU Distance Education Programme remains vibrant throughout the year with various activities such as meetings, conferences seminars, review sessions, road shows, trainings, orientation programmes, LC Meets, convocations, Food Festivals and lots of local activities at the Learning Centres.

The first convocation of Punjab Technical University was presided over by His Excellency Dr. A. P. J. Abdul

Kalam, Honorable President of India, Honorable Governor of Punjab, Honorable Chief Minister of Punjab, Honorable Minister of Punjab for Technical Education and other dignitaries.

Recently 8th convocation of PTU was presided over by His Excellency The Governor of Punjab, Mr. Shivraj Patil, Mr. Suresh Kumar, Principal Secretary Technical Education Govt. of Punjab, Mr. S. C. Agarwal,

Chief Secretary, Govt. of Punjab and other dignitaries. There was a remarkable comment by the Governor about PTU's Distance Education Program running All Over India. For the first time 125 students of PTU DEP came from all over India and received medals & degrees from the dignitaries.

7.5 LC INFRASTRUCTURE

AUTOMATION: Minimum 12 computers in each lab, 1 PC for each faculty, 1 PC for Counsellor, 1 PC for Accounts & Administration, 1 PC for Center Director, Networking, high speed internet connectivity (preferably

broadband/lease line), fax, laser printer for lab and administration.

SYSTEM CONFIGURATION: PIV/512 MB RAM/100 GB HDD (or above), 15" Colour Monitor (LCD Screens pre-

ferred)

CLASS ROOM: White Board & 1-OHP Per Class Room, 30 Comfortable Chairs & tables, without sound pollution, air-conditioning preferred.

PTU CONVOCATIONS



His Excellency Dr. A. P. J. Kalam with Governor & Chief Minister in 1st Convocation



Governor of Punjab Mr. Shivraj Patil addressing students in convocation with Vice Chancellor Dr. Rajneesh Arora & Dean (DEP) Dr. N.P. Singh



Students from U.P., Uttarakhand, M.P., Chattisgarh before the convocation stage after the convocation gets over.



Student from Distance Learning of PTU accepting medal & degree from Principal Secretary Technical Education Mr. Suresh Kumar, VC Dr. Rajneesh Arora, Dean (DEP) Dr. N. P. Singh & Joint Registrar Er. RPS Bedi

7.5 LC INFRASTRUCTURE-CONTD

LIBRARY: Minimum 500 books and Magazines/ Journals (List to be provided separately)

MISCELLANEOUS: Generator Set / Invertors 1 as per the load. Adequate Parking Space, Canteen

AUDIO VISUAL ROOM: Multimedia PC with good

speakers, Microphone, Television, DVD player , LCD projector with screen is MUST

The LC must have the necessary/related computer software that is needed in the conduct of respective sub-streams.

BUILDING: Owned OR

leased for at least 3 years from the date of Application. These are specific norms for IT & management courses but besides lab are same for Applied Technologies. The lab details for courses under applied technologies can be obtained on request.

NARRATION	SIZE	AREA	NUMBER	TOTAL AREA
CLASS ROOMS AREA FOR 30 STUDENTS	15 X 20	300	3	900
LAB AREA	12 X 20	250	2	500
COUNSELING ROOM	10 X 10	100	1	100
RECEPTION AREA	20 X 10	200	1	200
SERVICE AREA LOBBY, BATHROOMS, DRINKING WATER etc		300	As App	300
ADMINISTRATION & FACULTY ROOM		300	As App	300
CENTER HEAD ROOM	10 X 12	120	1	120
LIBRARY	12 X 12	150	1	150
AUDIO VISUAL ROOM	12 X 12	150	1	150
TOTAL AREA (Desired)		~2500 Sq.ff		

SECTION 8.1: REVENUE

All semester and exam fee from the student is to be collected ONLY in name of Registrar, Punjab Technical University, payable at Jalandhar except Library Fee of Rs.1000/- (Refundable Security)

25% Lab Charges for Applied Technology Courses

(Conditions Apply) can be charged from students by the Learning center; provided the same has been duly approved by the University.

From the semester fee collected the University pays 45% as LC share after seperating exam fee.

To the rewarding centers the University pays an incentive of up to 5%.

The TDS is deducted from the payment and the requisite TDS certificates are issued.



Prof. Rajesh Anand, Joint Secretary UGC with Hon'ble VC-PTU Dr. Rajneesh Arora inaugurating Prospectus 2009 at Goa in National Conference 2009.

LC Share =45% Incentive Up to 5%



Mr. Ajesh Gugnani & Mr. A. Raj of PTU DEP Associates at GETEX, an education fair at Dubai at PTU Stall.