

EDURITE TUTORIALS

OPERATIONS MANUAL

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Welcome to Edurite Tutorials

Welcome to Edurite Tutorials. Congratulations!! You are now associated with one of the best tutorials designed for an extraordinary success for students for generations to come. After having successfully set up the centre, you are now ready to start the operations. We herewith provide you with a few guidelines and instructions on the day-to-day operations and functioning of the centre that will help you in taking your centre to the top of world. All franchisees, centre managers, counsellors, teachers and any supporting staff should read this manual and try to follow its spirit. This manual provides the essence to run centres of Edurite tutorials.

Philosophy of Edurite Tutorials

The driving force and philosophy of Edurite Tutorials is to make students successful in life, in particular help them to score high in their board examinations and subsequently in the competitive examinations. We believe that when we strive hard to achieve this prime goal of helping students to touch new horizons of success, we add value to every one involved – the parents, teachers, employees of Edurite and franchisees

Courses offered by Edurite

We offer the coaching for curricula of the following.

- 1) IX and X/S.S.L.C. of State Boards - Science and Maths subjects
- 2) PUC I of Karnataka State board - Physics (P), Chemistry (C), Maths (M) and Biology (B)
- 3) PUC II of Karnataka State Board – PCMB + CET, PCM + CET, PCB + CET
- 4) IX and X of C.B.S.E. Boards - Science and Maths subjects
- 5) XI of C.B.S.E. Board – PCMB
- 6) XII of C.B.S.E. Board – PCMB + AIEEE, PCM + AIEEE

Human Resource Guidelines

Staffing

For details of the manpower requirement for a 2 classroom set-up required and the profiles and responsibilities of staff, please refer centre set up manual.

The franchisee should conduct the initial interview and shortlist the applications received for a particular post based on guidelines provided here or in centre set up manuals. Then franchisee shall redirect the same to Edurite, Bangalore, for the final approval. These candidates will be interviewed either by calling them to Edurite, Bangalore or at any specified Edurite centres. Else the interview may be conducted through video conferencing during which candidate is supposed to come to the Edurite centre of interest at the appointed time. After the personal interview with Edurite, Bangalore, results will be communicated to the franchisees.

The candidates recommended for selection will have to undergo a training program as explained in next section.

Employee Training

Initial Training

An initial training will be provided to the selected candidates by Edurite personnel and is mandatory. The training will be conducted at convenient locations and the venue will be informed well in advance.

There are 2 formats of training namely, live training and video recorded training. If the number of trainees is adequate, live training will be held in which personnel from Edurite will provide the training directly. In case the number of trainees is a few, a video recorded training will be held.

After the training, the candidates have to undergo certification. No candidate shall be appointed without completion of certification. After certification, the franchisee should give a formal appointment letter to candidates and keep a copy of the same in their file. Please refer centre set up manual for the details of training of centre manager and counsellors.

Teachers Training

The duration of training period will be 3 days. During this period teachers will be trained to use computer and access data from computer. Teachers will be introduced to the software and the Digital Teaching Process they need to use for conducting the classes. They will be trained starting from logging into systems till delivery of classes. In addition, candidates will be introduced to use of teacher material, teacher kit, audio visual planner, daily quiz etc. Passion to teach, learn and adopt our methodology in teaching are the main attributes that are desired by prospective teachers.

Training Updates

If Edurite, Bangalore, feels that an additional/periodical training is required for teachers/counselors, it will be informed to the centre manager. In such cases the centre manager should make necessary arrangements for them to attend the training.

Sales Process

Enquiry Generation

The generation of enquiries is the first and foremost important step in the sales process. This will be the responsibility of franchisee and centre managers. The following are the means of getting the enquiry generation.

- 1) News paper Ads
- 2) Banners
- 3) Giving free seminars in schools and colleges on the topics of interesting to students like –

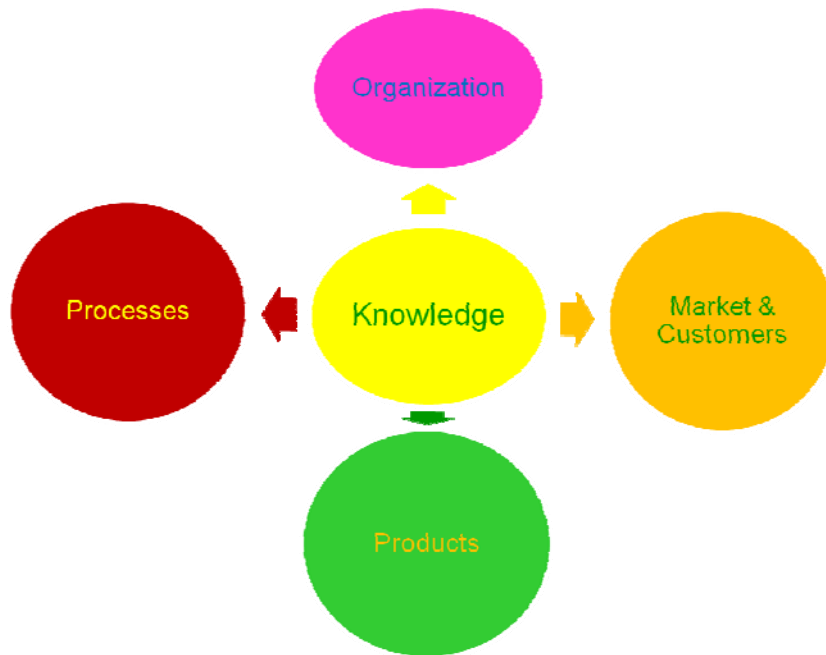
- How to prepare for exams?
- How to prepare for competitive exams?
- Time management for current generation students
- How to be a success?
- Exam stress and remedies?
- How to prepare for exam in last 30 days?
- How to get 100/100 in PCMB?
- Conducting workshops for parents
- Conducting workshop for teachers
- Conducting interschool quiz competitions

While the franchisee centres are free to add to this list of enquiry generation, it is mandatory that they take permission from Edurite, Bangalore. For example, if a centre wants to give an advertisement in a local news paper, it is necessary that the contents of advertisement need to be approved by Edurite, Bangalore. While Edurite, Bangalore, will support centres the enquiry generation process (for example, by releasing advertisement in leading news papers, or by giving the services of expert speakers to conduct seminars for evangelization on specific requests) it is the responsibility of franchisee or centre manager to create their business. If the franchisee decides to participate in educational fairs or any other event, customized collaterals may be produced and used, after having received approval of the same from Edurite, Bangalore. Marketing collaterals such as posters, brochures, ID cards, signage etc. will have to be indented from Edurite, Bangalore

Conversion of Enquiries to enrolment

Once an enquiry is generated, the counselors must ensure that they convert this enquiry into enrolment. For this to happen, the counsellors must have a thorough knowledge of

- Our organization
- Our products
- Process of communicating it to customers
- Customers requirements and marketing scenario



The following list (while not an exhaustive one) of tips can help the counsellors a lot in the conversion process of an enquiry into an enrollment.

- Visit our web sites- know about our organization, products
- Take training program sincerely
- Watch the video of training program – specially roll plays
- Go through standard FAQs
- Know our edges over our competitors (The table on the next page gives some of them)
- Register all the particulars meticulously
- Attach an answering machine and caller ID facility so that you do not miss any query

Always

- Ensure to keep the office premises clean and organized.
- All the necessary products -brochures, pricing structure, writing pads, business cards etc. must be in the proper place
- Stick to appointments without any excuse
- Whenever a parent or a customer enters office
- Greet him/her cordially and offer a seat
- Introduce self and listen patiently
- Initiate the enquiry by courteously asking “How can I help you?”
- If you are already busy in talking to another customer, please ensure that the office boy takes care that customer is seated comfortably in the reception place.
- If engaged with another customer, you need to converge the enquiry quickly and try to stick to appointment. If the discussion is in middle, the people who arrive in their appointment time, need to be courteously asked to wait for a few minutes and you must catch the queue.

- Meanwhile provide parents so that they can fill in their details. The hard copy enquiry form enables you to register correctly without verifying repeatedly the particulars of enquiry
- Then register the enquiry on the system. For details, please refer Information Management Systems (IMS) Manual.

Distinct advantages in our tutorials

Feature ***	Edurite Tutorials	"Other" Close Competitors
Courseware created by "star" faculty	√	√
Comparison of ranking for all students	√	√
Past papers/answers	√	√
Preparatory mock tests	√	√
Reporting progress to parents	√	√
Animations, concepts, multimedia experience	√	X
Use of technology tools inside classroom	√	X
Short Quiz every session	√	X
24x7 Online Chat/Whiteboard Help for students	√	X
Online access to all animations from home	√	X
Online access to Question Banks	√	X
Guest Lectures	√	X

A video footage and/or a presentation along with the hardcopies of student material and brochures can be shown to parents so that they get an idea about how the classes are conducted. The centers will be provided with an audiovisual CD which can be run through for the benefit of customers. The parents/students should be convinced about the reality that Edurite tutorials methods of teaching are several notches above the traditional tutorials.

Payment Collection

Once the student has decided to join Edurite Tutorials, the counsellor should show the parents fee plan. The best option will be to collect the complete fees upfront. However, in cases where it

is clear that the parent prefer an installment option, the installment option can be extended. ***It is important that the student joins us.***

Payments can be made by means of cheque, cash or credit card. Cheques should be made in favour of "Edurite Tutorials". Parents should be explained about the installment payments to be made.

After Fee collection:

As soon as the fee is received, two copies of receipt need to be printed through the system. The receipts will have student ID number on them. Original should be issued to the students and second copy to is to be retained by franchisee.

Cheque / DD/Cash collected on a day, should be deposited in the bank only on subsequent working day. The details of the bank account to which payment must be deposited is as follows.

1. Name of the Account Holder : Edurite TUTORIALS
2. Current A/c No. : 102010200008020
3. Name of the Bank : AXIS BANK
4. Name of the Branch : Banashankari II Stage, Bangalore

The student ID number and other payment details are to be noted on the back of the pay-in slip used for depositing the cash/ cheque/DD. In case the payment is received by the credit card, payment details are to be noted on the second copy of the receipt raised.

On the last working day of the week (normally Saturdays), original pay-in slips together with the second copy of the receipts are to be dispatched by courier to Edurite, Bangalore. ***Please note that is important to keep track of payments done by cheque for realization as only after actually realizing the fees, by Edurite, Bangalore, students are considered to have been enrolled to our tutorials.***

After enrolment

Student Briefing & Kit-Disbursement

On the first day of batch start, there will be a student orientation process. During this program, students are familiarized with the process and methodology of teaching, class schedules, rules and regulations to be followed. Then the enrolled student will be issued an identity card. The identity cards are to be indented from Edurite, Bangalore. The specimen of ID card is given in annexure 1. The counsellor should paste the student's photo on the prescribed printed ID card indented from Edurite, Bangalore, enter the student's particulars and batch code and put a seal of their centre and issue to students. The students must be told that they need to wear and display ID card whenever they are in the premises of centre.

Distribution of Course wares

All enrolled students are given courseware – hard copies of students' materials. Any student joining any time is given all course wares which are issued to other students till date. Such need based materials need to be indented from Edurite, Bangalore, proactively. It is necessary to ensure that complete fee is received (cheques need to be realized by Edurite, Bangalore) before giving entire materials. Students need to be advised that the photo copying of materials is prohibited.

Assessment test after enrolment

Every student after enrolment needs to take an assessment test. The results of this test needed to be recorded. As coaching goes on, the subsequent results can be compared and student's improvement can be seen. If student is not improving, the reasons should be found out by an regular meeting of parents, teacher, the particular student and centre manager.

Conducting Classes

The success of any tutorial is directly linked to the commitment of classes being conducted as per schedule. The guiding principle is "NEVER MAKE STUDENTS TO WAIT UNDULY, NEVER SEND THEM BACK BY CANCELLING CLASSES, NEVER WASTE THEIR PRECIOUS TIME"

Guidelines to centre managers:

- The centre managers must ensure (through office boy) that
- The Centre should be open at least 30 minutes before commencement of I session
- Class rooms are kept clean
- Boards are cleaned after every session
- Boards are wiped by wet clothes daily at least twice
- Dust less chalk pieces or markers (in good form) are available
- Unusable markers are not mixed with good ones
- Teachers come in time and take classes as per schedule
- Teachers to be counseled for any errors ***in person but not in front of students / counsellors***
- Record Teachers' attendance
- Conduct regular meets of parents, teachers and students
- Arrange possible some extra sessions for late joiners to a batch

Guidelines to teachers:

- Reach the centre with good preparation at least 15 minutes before their session.
- Switch on the computer, projector, and speakers and make a trial run before the class
- Make a trial run, before the commencement of every session
- Begin the session and end as per schedule
- Conduct the session for a total of 90 minutes
- Record students' attendance in every session

- Make classes interactive
- Encourage students to ask doubts
- Listen with patience to students' questions even if the questions are silly
- Try to answer the questions instantly
- Admit honestly when does not know the answers
- Get back to those unanswered questions in very next class
- Get well-versed with the assessment system
- Update the completion of lessons in the system
- Hold quiz and assess at the end of every class.
- Assess the quiz taking help of students by exchanging the answer papers among them and announcing keys
- Discuss the solutions for typical questions of quiz immediately after the tests.
- Get results uploaded on the system immediately by counsellor.
- Hold tests at the end of every session.
- Discuss, immediately after the test, solutions to common problems
- Make every attempt to correct the papers at the earliest
- Return the corrected papers possibly by very next day
- Stay a few minutes after the classes for any individual doubts, and clear them
- Give some time very next day before session starts, if doubts can not be completely cleared by same day
- Be highly positive and proactive in their approach
- Counsell and encourage Weak students
- Strictly adhere to appointments given to students for doubt clarifications
- Make no day to day "adjustments" in teaching schedules
- Not swap their classes except under unavoidable circumstances
- Attend sincerely parents teachers meet and try to sort out problems of students
- **Teachers should be role models to students in commitments and punctuality**

A typical day at Edurite Tutorial Centre

For a centre in which classes run from morning 6 AM till night 8:30 PM, the following will be a typical day at Edurite.

- The office boy arrives at Edurite and opens the doors at sharp 5:30 AM
- He will check whether markers (or chalks), dusters are in place in class rooms
- He will neatly keep students' and teachers' attendance registers ready as per schedule
- Teachers will arrive exactly at 5:45 AM and sign in staff attendance register
- Teachers switch on computers, OHP in class rooms and makes a trial run
- At 5:55 AM, the office boy hands over the students' attendance register to teachers
- Meanwhile students who arrive will be seated in class rooms without making noise
- At 6:00 AM, there will be a ring or bell and classes begin
- Teacher takes attendance
- At the end of 1 hour there will be a small buzzer
- The classes will go on for another 15 minutes. Then there will be another buzzer
- Teacher should stop teaching and start conducting quiz
- At the end of 10 minutes, quiz is over and teacher exchanges the papers among students and gets the evaluation of quiz done by students
- Students get their papers and then keys from teacher
- Teacher discusses the common problems of quiz
- There will be a long bell at 7:30 AM and class adjourns
- If any students have doubts and time, they will request teacher to clarify the doubts
- Then teacher leaves, after handing over quiz results and attendance to office boy

- At 9:00 AM sharp, counsellor and centre manager arrive and sign the register
- The counsellor checks whether everything he/she needs to talk to parents is in place
- If customers are already waiting, the counsellor starts attending them
- If not, the counsellor enters attendance and the quiz marks in the system
- Centre manager updates accounts, students registrations, fees etc
- If there are any complaints, centre manager attends to them
- When centre is closed for the lunch time, there will be a display notifying the same
- Then the centre should again open at the specified time noted in display
- Any individual problems of students like lagging in a particular subject, not following any topic can be solved by the centre manager by arranging student teachers meet
- Evening again teachers arrive at 5:15 PM for the 5:30 PM class
- The session will go on as stated in morning
- After the classes, teachers can kindly stay if students have doubts
- Cleaning staff ensures class rooms are ready for next day
- Centre manager ensures systems are shut down and doors are locked correctly

Schedules

The schedule of a centre depends on the number of class rooms available and the courses / batches offered which depends on the place / location of centre. A typical timetable for two class rooms to run 2 batches of all the courses (IX, X, PUC I and PUC II of state board, for example) is enclosed in annexure 3. If any centre manager needs guidance for making batch schedules, he/she can contact to techsupport@eduritetutorials.com with subject as schedule.

Troubleshooting

1. When a teacher is late, what to do?
2. When a teacher is absent for an entire day (without prior information) what to do?
3. If a teacher is on a day leave, what to do?
4. When a teacher applies for leave for a week for emergency situations, what to do?
5. When a teacher leaves the organization without prior notice, what to do?
6. When a power fails how to engage classes?
7. When a generator also fails, what to do?
8. When a counsellor does not come, what to do?
9. If on a day, centre manager and counsellor both can not make to office, what to do?

Possible Solutions to be enacted by centre manager:

1. Every teacher leaves a few sets of objective questions or numericals with keys on the topics covered with centre manager. When a teacher reaches late due to reasons beyond his/her control, centre manager will give these papers to the class until teacher comes.

- Teacher need to replenish these as and when necessary. Such late arrivals should be bare minimum. Traffic jams can not be reason for late arrivals.
2. If any other teacher handling the same class or same subject for another batch is free at that time, he/she can be requested to handle class. If not, follow solution 1.
 3. Follow solution 2.
 4. Follow solution 2. Try whether some sessions tests can be fitted in these slots. If not possible, inform students well before regarding cancellation so that they do not have to come and wait.
 5. Always have some resumes of prospective teachers and complete the selection process. In such cases, employ them. E
 6. Have a small gen set and use it
 7. We have always board and chalk piece or board and markers. Please use some rechargeable lamps to carry on class
 8. Centre manager will take dual role.
 9. Some full time working teachers can fill the slots.

Customer Service Process

Complaint Logging

The centre manager should always be open to complaints and suggestions from the students or parents. He is responsible for attending and resolving all issues related to the centre as soon as possible.

Modes of lodging a complaint:

Online: A parent/student can log in with their respective log in IDs and register their complaints to the respective centre manager.

Written complaint: A written complaint can be lodged by the parent/student addressed to the centre manager.

Direct interaction: Parent/students can directly interact on various issues with the centre manager to resolve the same.

Suggestion box: A suggestion box needs to be placed in the reception area to address the grievances of students/faculty.

Complaint Tracking

All complaints received should be registered and given a complaint number. All complaints should be resolved with in a stipulated time and the centre manager should ensure that such issues should not crop up in the near future. Resolved solutions pertaining to issues of students/parents/faculty respectively should be communicated to them satisfactorily. If any complaint can not be sorted at the centre level or if centre manager needs suggestions or wants to give his/her feedback, he/she can send email to techsupport@eduritetutorials.com

Systems

Student Feedback

Each student of Edurite Tutorials will be given a username and password, which they can use to gain access to details of their assessment results, attendance, test schedules, fee payment dates and status and other related information. Students can mail their feedback or suggestions if any to studentsupport@eduritetutorials.com

Parent Feedback

Parents can keep a track of their child's academic progress, test and quiz results, attendance and more by means of logging into the system. They can gain insight into how their child is performing in comparison to his/her counterparts across all our centres. Parents will be given a username and password which will allow them access to all the information regarding their child. Parents can mail their feedback or suggestions if any to parentsupport@eduritetutorials.com

Faculty Feedback

Teaching faculty can give their feedback on materials and courseware in order to improve them. They can give their feedback either in a written format and submit to the Centre Manger or send an email to teachersupport@eduritetutorials.com

Interpersonal Interaction Guidelines

The centre staff needs to maintain certain standards of behaviour while interacting with their colleagues. The centre manager should maintain cordial and courteous relationships with teachers and counsellors. In case any issues arise, teachers should be counselled by the centre manager to resolve the problem. The centre manager should listen to various suggestions and ideas offered by the teachers and implement them if feasible. Centre manager should ensure that the counsellors attend to enquiries diligently and sell our products aggressively. The counsellor should also maintain records and data accurately. If the centre manager has any clarifications to be sought from Edurite, Bangalore, or any suggestions to make us, he/she can send email to techsupport@eduritetutorials.com

Centre Maintenance

The centre premises should be maintained in good condition. The centre should be cleaned daily. Potable water should be provided. The centre should be properly locked and shut down at the end of the day. It should be taken care that the systems in the centre are shut down and all electrical appliances are turned off.

Reporting to Edurite

The centre manager should report the following information to Edurite, Bangalore, every fortnight:

1. Number of students joined
2. Number of students left
3. Teaching staff performance
4. Number of staff joined
5. Number of staff left

Annexure I

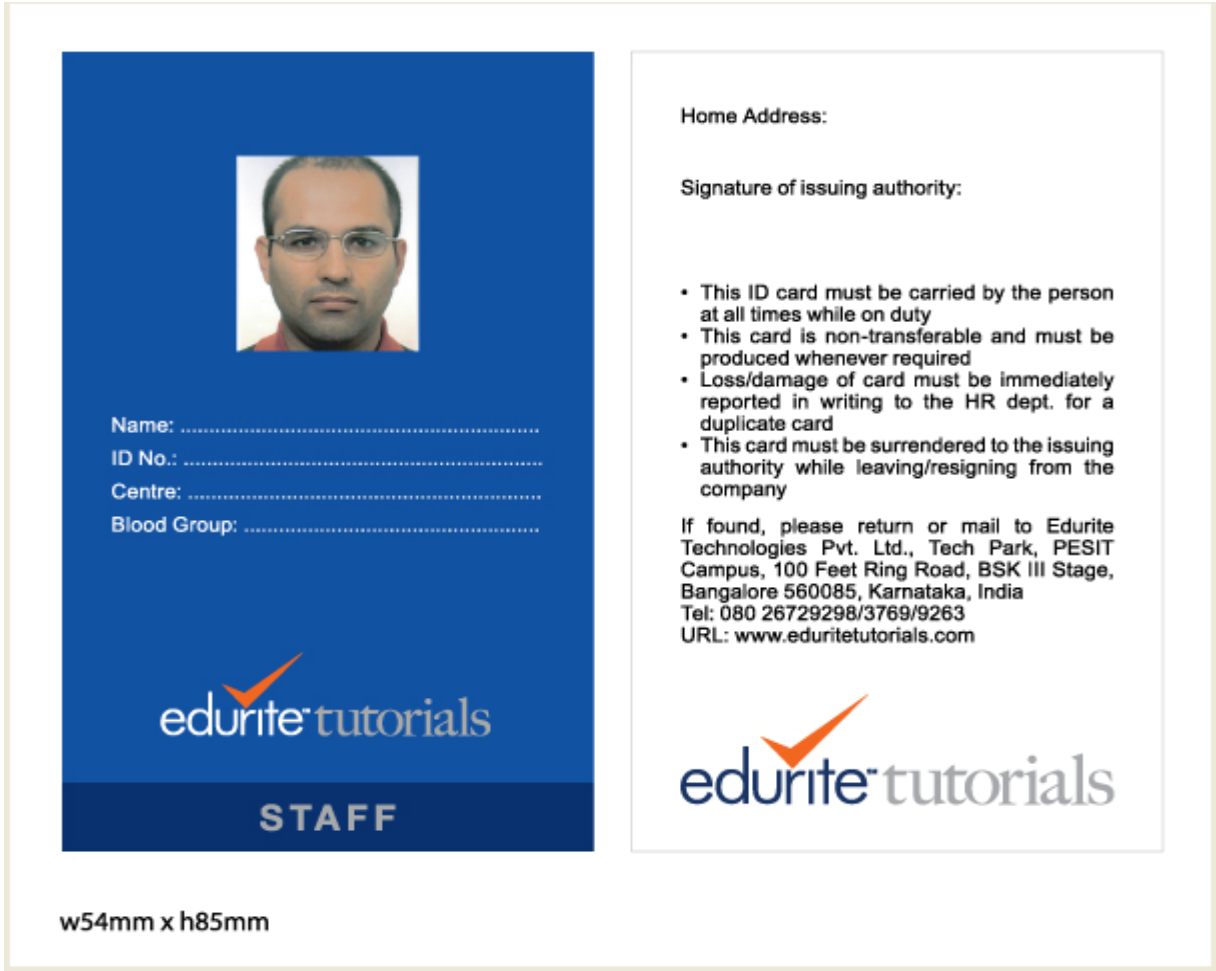
Student ID card

<div style="text-align: center;">  </div> <p>Name:</p> <p>ID No:</p> <p>Course:</p> <p>Centre:</p> <p>Valid from:Till:</p> <p>Blood Group:</p> <div style="background-color: #0056b3; color: white; padding: 10px; text-align: center;">  </div>	<p>Home Address:</p> <p>Signature of issuing authority:</p> <ul style="list-style-type: none"> This ID card must be carried by the student at all times This card is non-transferable and must be produced whenever required Loss/damage of card must be immediately reported in writing to the Centre Head for a duplicate card This card must be surrendered to the issuing authority while leaving the Centre <p>If found, please return or mail to Edurite Technologies Pvt. Ltd., Tech Park, PESIT Campus, 100 Feet Ring Road, BSK III Stage, Bangalore 560085, Karnataka, India Tel: 080 26729298/3769/9263 URL: www.eduritetutorials.com</p> <div style="text-align: center;">  </div>
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w54mm x h85mm

Annexure I

Staff ID card



Annexure 3
Class Room A

	6 - 7:30 AM	8 - 9:30AM	9:45-11:15 AM	11:30 AM- 12:45 PM	1 - 2:30 PM	2:45 -4 PM	4-5:30 PM	5:30-6:45 PM	7-8:30PM
Mon	Phy (X)							Phy(XII)	Math (XII)
Tue	Che (X)							Che (XII)	Bio (XII)
Wed	Math (X)							Phy (XII)	Math (XII)
Thu	Bio (X)							Che (XII)	Bio(XII)
Fri	<i>Che (IX)</i>							Phy (XI)	Math(XI)
Sat	<i>Bio (IX)</i>						Bio (XI)	Che (XI)	Math(XI)

Sun	<i>Phy (IX)</i>	<i>Math(IX)</i>	<i>Math(XII)</i>	<i>Math (XI)</i>	<i>Phy (XI)</i>	<i>Che (XI)</i>	<i>Bio (XI)</i>
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Class Room B

	6 - 7:30 AM	8 - 9:30AM	9:45-11:15 AM	11:30 AM-12:45 PM	1 - 2:30 PM	2:45 -4 PM	4-5:30 PM	5:30-6:45 PM	7-8:30PM
Mon	Phy (XII)							<i>Phy(IX)</i>	<i>Math (IX)</i>
Tue	Che (XII)							Phy (X)	Math (X)
Wed	Math (XII)							<i>Che (IX)</i>	<i>Bio (IX)</i>
Thu	Bio (XII)							Che (X)	Bio(X)
Fri	<i>Phy (XII)</i>							<i>Phy (XI)</i>	<i>Math(XI)</i>
Sat	<i>Mat (XII)</i>							<i>Bio (XI)</i>	<i>Che (XI)</i>
Sun		<i>Bio (XII)</i>	<i>Che (XII)</i>	<i>Mat (XII)</i>	<i>Math (XI)</i>	<i>Phy (XI)</i>	<i>Che (XI)</i>	<i>Bio (XI)</i>	