



**TELANGANA STATE COUNCIL OF HIGHER EDUCATION  
MAHAVEER MARG, MASAB TANK, HYDERABAD – 500 028**

**RULES FOR  
ESTABLISHMENT OF PRIVATE UNAIDED VISUAL ARTS & DESIGN DEGREE  
COLLEGES DURING THE ACADEMIC YEAR 2019-20**  
(Affiliated to JNA&FAU, Hyderabad)

**I. APPLICATION FOR STARTING THE COLLEGE**

Application forms in **two sets** along with Rules for establishment of New Private Unaided Visual Arts & Design Degree Colleges for starting B.A., B.A., (Hons.), B.Sc., B.Sc., (Hons), etc., by Registered Educational Societies can be downloaded from the [www.tsche.ac.in](http://www.tsche.ac.in) from **27.04.2019**. The last date for submission of application forms with documents along with scanned documents in the form of CD on or before **15.05.2019**.

**II. REGISTRATION**

Sponsoring Educational Societies shall register their applications by remitting an amount of **Rs. 51,000/- (Rupees fifty one thousand only)** in the favour of **the Secretary, TSCHE** through NEFT / RTGS modes to State Bank of India, Shanthi Nagar branch, Hyderabad, SB Account No, **62454566171** IFSC Code **SBIN0020070** towards registration, processing and inspection fee **and submit original proof** along with the application. The name and address of the applicant society has to be mentioned on the reverse of the proof.

**III. CONDITIONS TO BE FULFILLED FOR STARTING OF NEW PRIVATE UNAIDED VISUAL ARTS & DESIGN DEGREE COLLEGES AND SUBMISSION OF EVIDENCE TO THE JOINT INSPECTION COMMITTEE**

The Educational Society shall produce evidence for the following items to the Joint Inspection Committee at the time of inspection:-

**1. LAND**

The Educational Society desirous of starting a Visual Arts & Design Degree College should provide **one acre of own land** for a student strength upto 1000, **2 acres of own land** for a student strength above 1000 in Two urban agglomerations i.e. Hyderabad and Warangal and **Twice the above said area in other places** in the state.

| Place  | Area Required to be Provided  |                                 |
|--|-------------------------------|---------------------------------|
|  | Upto student strength of 1000 | For student strength above 1000 |
| In 2 Urban Agglomerations of Hyderabad and Warangal. | 1.00 Acre                     | 2.00 Acres                      |
| In other places in the State                         | 2.00 Acres                    | 4.00 Acres                      |

The society shall submit a notarized affidavit to the effect that it would construct its own building in the land shown for the purpose of the college within 5 years from the date of commencement of the college.

The total extent of land mentioned above shall be provided at one place only in and around the proposed College. If it is located away from the proposed College, it should be nearer (within a radius of 30 k.m. and within the same Mandal) to the College so that it could be used for future development.

The Educational Society shall produce registered documentary evidence in support of ownership of the land. The property (Land) shall be in the name of the Educational Society sponsoring the proposed Visual Arts & Design Degree College.

A sketch plan of the land giving dimensions and details of survey no./ patta no., name of the place, District, etc., as mentioned in the document and certified by concerned MRO shall be provided.

The society shall **produce the original land document along with sketch plan to the Counseling committee / Joint Inspection Committee for verification.**

## **2. BUILDING ACCOMMODATION**

- (i) The Society intending to start a Visual Arts & Design Degree College shall provide its own building / leased building with a minimum carpet area of **11,000 sq.ft.**, and should be suitable for classrooms & labs. This accommodation should be shown at the time of inspection. Poultry / arrack/ tobacco sheds or abandoned godowns / thatched houses or any kind of sheds and such other accommodation will not be considered.

Each classroom / Laboratory/Studio etc., shall have a carpet area as per the requirement. In addition the Educational Society has to provide accommodation for common facilities.

The Educational Society shall choose such courses which can be run with in the remaining carpet area of the college building. **If the Society intends to choose courses which need more laboratories and classrooms it shall have to provide additional accommodation as per the requirement over and above 11,000 sq.ft., area.**

## Norms for Built Infrastructure and Physical Facilities

Built up (Carpet) Area and Facilities considering a maximum of 40 students per batch:

| No. | Particulars                                     | Required   |                  |   |
|-----|---|--|------------------|---|
|     |   | No.  | Sq.m./<br>Sq.ft. |   |
| 1   | Instructional and support Area<br>(Carpet Area) |  |                  |   |
|     | Class Rooms                                     | 1 Class Room per batch<br>(No. of batches x 0.5) | 45/485           | Including smart<br>classrooms   |
|     | Smart Class Room                                | one per 4 class rooms                            | 45/485           | At least one smart<br>class room  |
|     | Display / Exhibition space                      | 1  | 100/1080         | May be part of<br>entrance lobby or<br>other circulation<br>space   |
|     | Computer Centre                                 | 1  | 45/485           |   |
|     | No. of Desktop systems                          | 40   |                  |   |
|     | Internet Availability and speed                 | >32 Mbps   |                  |   |
|     | Printers / plotters available<br>for students   | A2 - Colour                                      |                  |   |
|     | Library   | 1  | 100/1080         | Add 50 sq.m. for<br>additional programs   |
|     | Titles  | 100  |                  | <ul style="list-style-type: none"> <li>• Full time Librarian</li> <li>• Every year for each<br/>course a minimum<br/>of 100 volumes<br/>with 20 titles of<br/>books need to be<br/>added</li> </ul> |
|     | Volumes   | 200  |                  |   |
|     | Seats   | 15 + 15% of students if more than<br>one program |                  |   |
|     | Digital library                                 | e-books, journals, DVDs                          |                  |   |
|     | Multimedia facility                             | 1  |                  |   |
|     | Reproduction facility                           | Photostat and printing                           |                  |   |
|     | Studio: dwg. Boards                             | At least one Studio<br>per program               | 80/860           |   |
|     | Studio: computer based                          | No. of batches x 0.6                             | 66/720           | At least one Studio   |
|     | Laboratory/Workshop:                            | No. of batches x 0.5                             | 100/1080         | Not necessary for<br>B.A. Event Planning<br>& Management<br>program   |
|     | HoD Room*                                       | 1 per program                                    | 20/215           |   |
|     | Faculty Rooms*                                  | @ 1 per 15 students                              | 10/110           |   |
|     | Seminar Hall                                    | 1 per 2 programs                                 | 100/1080         |   |
|     | Language Lab                                    | 1  | 45/485           |   |
| 2   | Administrative Area (Carpet<br>Area)            |  |                  |   |
|     | Principal / Director's office                   | 1  | 30/320           |   |
|     | Office  | 1  | 75/800           |   |
|     | Store   | 1  | 10/110           |   |

|   |                          |                    |        |                                |
|---|--------------------------|--------------------|--------|--------------------------------|
|   | Pantry                   | Facility provision |        |                                |
|   | Examinations Section     | 1                  | 12/130 |                                |
|   | Housekeeping             | 1                  | 10/110 |                                |
|   | Security                 | Facility provision |        |                                |
| 3 | Amenities (Carpet Area)* |                    |        |                                |
|   | Toilets (Ladies &Gents)  |                    | 75/800 | Per one programme              |
|   | Boy's Common Room        | 1                  | 10/110 | 75 per more than one programme |
|   | Girl's Common Room       | 1                  | 10/110 |                                |
|   | Stationary and Printing  | 1                  | 10/110 |                                |
|   | First Aid cum Sick Room  | 1                  | 10/110 |                                |
|   |                          |                    |        |                                |

- @ the ratio of 1:15 students (HoD is counted as one of the faculty)

- (ii) **The building should be completed and should be ready in all respects** to start the proposed Visual Arts & Design Degree College at the time of submission of application. **Buildings under construction will not be considered** for starting a New Visual Arts & Design Degree College.
- (iii) The Educational Society should submit registered ownership documents / lease deed of the college building(s) for the prescribed area mentioned above. The registered document should be in the name of the Society of the proposed College. **The document should contain apart from other details survey No. / Door No., Village/ Town, boundaries etc.,**
- (iv) If the institution is proposed to be located in a leased accommodation, the management should provide a registered lease deed **for a period of 5 years**. The Educational Society shall also produce documentary evidence that they have requisite land as mentioned above to construct the buildings within a period of 5 years from the date of commencement of the College.
- (v) The Educational Society proposing to start a New Private Unaided Visual Arts & Design Degree College shall submit a copy of the order issued by the Municipality / Corporation / Gram Panchayat (as the case may be) for constructing the building (Own/Rented) for the proposed College along with the approved plan.
- (vi) The Private Management has to submit a building plan drawn to scale and drawn by a licensed architect showing the location of each room, its dimensions and its proposed use. The builtup area of the building and property details as mentioned in the documents should be reflected in the building plan. The dimensions should be given in sq.ft/sq.mtrs. only and should be certified by the Principal, College of Architecture / Fine Arts, JNA&FAU, after physical verification. Clear demarcation of the existing accommodation for classroom, Principal room etc., should be shown in the building plan. **The accommodation to be constructed or under construction need not be shown.**

Details of the rooms are to be furnished in the following proforma and it shall be enclosed to the building plan to be submitted along with the application:-

| Sl. No.     | Building No. | Room No. | Dimensions (in feet/sq.mtr) | Carpet area (in sq.ft/ sq.mtr.) | Purpose for which it is used |
|-------------|--------------|----------|-----------------------------|---------------------------------|------------------------------|
|             |              |          |                             |                                 |                              |
| Grand Total |              |          |                             |                                 |                              |

- (vii) If the Private Management intends to start a New Visual Arts & Design Degree College in the same premises where other Educational Institution(s) is/are being run **by the same management or otherwise** and if the private management intends to locate the proposed Visual Arts & Design Degree College in the existing educational institution by shifting it to some other place, a NO OBJECTION CERTIFICATE from the competent authority (Director of School Education / Intermediate Education / Collegiate Education (as the case may be) shall be produced for running the New Visual Arts & Design Degree College).
- (viii) **Using accommodation to run two or more institutions in one premises in shift system is not admissible.**
- (ix) The Private Management shall also submit the latest photographs of the college building showing the details of the proposed College certified by the Principal, College of Architecture / Fine Arts, JNA&FAU, after physical verification.
- (x) Sanitary certificate from the Municipal Health Officer / Medical Officer of primary health centre of the area concerned, shall also be enclosed in respect of the proposed college building.

The society shall **produce the above said original building documents to the Counseling committee / Joint Inspection Committee for verification.**

3. **CORPUS FUND**:- Details of corpus fund payable by the Society is as indicated below:-

|    |   |   |                |
|----|---|---|----------------|
| a. | Visual Arts & Design Degree Colleges (for Boys or co-education) | : | Rs. 7.50 lakhs |
| b. | Visual Arts & Design Degree Colleges (for Women)                | : | Rs. 5.00 lakhs |

- (i) The society shall show the **proof of having deposited 1/3<sup>rd</sup> of corpus fund for a period of 10 years** to the Joint Inspection Committee. **The corpus fund shall be deposited in the form of Fixed Deposit Receipt (FDR) in the Joint account of Secretary / Correspondent of the Educational Society and the Secretary, Telangana State Council of Higher Education in any branch of Nationalised / Scheduled Bank.**

The purpose for which the FDR is taken must be reflected in the FDR. The Management shall request the banker to write on FDR as “Towards corpus fund of “\_\_\_\_\_ (Name of the College)”

**Bank guarantee / Bankers cheque / DD will not be accepted.**

**Note:**

- a. 1/3<sup>rd</sup> of Corpus Fund i.e. Rs. 2.5 lakhs for category (a) and Rs. 1.67 lakhs for category (b) mentioned above may be deposited in the form of FDR before starting the college and the balance shall also be paid in the form of FDR in two equal annual installments in the month of June of succeeding academic years.
- b. The Management is expected to approach the **Secretary, Telangana State Council of Higher Education** concerned to obtain his/her signature in the application form provided by the bank for obtaining the FDR. The specific purpose for taking the FDR shall be mentioned in the FDR i.e. *for starting of New Private Unaided Visual Arts & Design Degree College*. The Xerox copy of the FDR application form mentioned above has to be submitted to the inspection committee.

The Management **cannot withdraw the Corpus Fund**. However, the **interest accrued over and above the prescribed corpus fund for the development of the institution at an interval of five to ten years** can be **utilized** after obtaining permission from **Telangana State Council of Higher Education**. **The FDR shall continue to be renewed after the expiry of each term. The FDR must not be misused.**

- (ii) The applicant Society has to obtain a letter in the proforma (see Annexure) from the manager of the Nationalised / Scheduled Bank who has issued FDR towards payment of corpus fund in the joint account and submit it to the joint inspection committee along with a Xerox copy of the FDR.
- (iii) The management can produce FDR towards corpus fund at the time of the visit of Joint Inspection Committee and need not pay at the time of application for New Private Unaided Visual Arts & Design Degree College.

The Educational Societies should **enclose the relevant Rural area certificate issued by the concerned MRO to avail the exemption.**

#### 4. FINANCIAL RESOURCES

The Society should show the following **minimum financial resources to start different majors** in a Visual Arts & Design Degree College in addition to the corpus fund to be deposited.

| Sl. No | Program(s) Proposed  | Financial resources to be provided (Rs. in lakhs) |
|--------|--|---|
| 1.     | B.A./B.A (Honours) /B.Sc./B.Sc. (Honours) Program (for each major) | 5.00  |
| 2.     | For each Additional Major  | 2.00  |

The **Financial resources** shall be **shown** in the form of fixed deposit receipt (FDR) for a period of **6 months drawn in favour of Secretary** of the Society for the **amount** mentioned above **according** to the **Program/major proposed to be started**. FDR may be taken on any day from the date of notification to the last date of submission of applications for starting of New Visual Arts & Design Degree Colleges. **Bank Guarantee / Bankers Cheque / DD will not be accepted.**

The society shall **produce the original FDR to the Counseling committee / Joint Inspection Committee for verification. The Society is permitted to withdraw the financial resources after verification by the Joint Inspection Committee and after obtaining necessary orders of sanction of the new Visual Arts & Design Degree College and this amount may be utilized for providing necessary infrastructure.**

#### 5. OTHER FACILITIES

##### (i) **Play Ground facility**

The Educational Society which does not have the required land, within the premises of the proposed college building, will have to make available to its students Gymnasium / Recreation and Games facility by providing separate built up space and equipments for this purpose in a public place e.g., Municipal Play Ground or in another Educational Institution by having necessary tie up arrangements with the concerned management within a distance of 5km. of the college premises along with a bus facility for transportation of the students whenever required.

##### (ii) **Parking Area**

If the proposed college building is located on the main road in Urban Areas, the Educational Society shall be required to provide parking area to an extent of 20% of the total built up area either in the college premises or within a distance of 100 mtrs. thereof.

**(iii) Fire safety**

The Educational Society is required to apply for and obtain Fire Safety Certificate in respect of the proposed college building from Fire Services Department.

**(iv) Website of the College**

The Educational Society after seeking permission for starting New Visual Arts & Design Degree College has to create and maintain a website of it's own and keep all necessary information regarding the college on the website in order to maintain transparency along with mail ID.

**IV. PROGRAMMES OFFERED**

| <b>S.No.</b> | <b>PROPOSED PROGRAMME</b>                             | <b>MAJORS</b>   | <b>DURATION</b> | <b>ELIGIBILITY CRITERIA</b> |
|--------------|---|---|-----------------|-----------------------------|
| 1.           | BA (Honors) Design                                    | i. Apparel Design<br>ii. Interior Decoration & Design<br>iii. Graphic Design  | 3 Years         | 10+2 or equivalent          |
| 2.           | BA (Honors) Film & Media                              | i. Direction and Advertising and Digital Marketing<br>ii. Direction and Cinematography,<br>iii. Direction and Editing<br>iv. Direction and Production<br>v. Direction and Script Writing<br>vi. Direction and Sound Design, | 3 Years         | 10+2 or equivalent          |
| 3.           | BA (Honors) Visual Arts                               | i. Animation & VFX<br>ii. Photography & Digital Imaging   | 3 Years         | 10+2 or equivalent          |
| 4.           | B.A.  | Event Planning and Management   | 3 Years         | 10+2 or equivalent          |
| 5.           | B. Sc. (Honors) Computer Science and Game Development | i. Computer Science and Game Development  | 4 Years         | 10+2 (MPC) or equivalent    |
| 6.           | BA (Honors) Game Art and Design                       | i. Augmented Reality & Virtual Reality<br>ii. Game Art and Design   | 4 Years         | 10+2 or equivalent          |
| 7.           | BA (Honors)   | Multimedia  | 4 Years         | 10+2 or equivalent          |



## **V. PROCESSING OF THE APPLICATION**

1. The **Telangana State Council of Higher Education** will arrange to conduct a prima-facie scrutiny of all the registered applications. Applications, which do not satisfy the prescribed conditions, are liable to be rejected.
2. However, the applicant Society will be given an opportunity to rectify the deficiencies pointed out by the Prima-Facie Scrutiny Committee on the date specified for this purpose by TSCHE.
3. **No refund shall be made once the processing fee paid.**

## **VI. INSPECTION**

Based on the recommendations of prima-facie Scrutiny Committee / Counseling committee, the Telangana State Council of Higher Education shall arrange to conduct Joint Inspection of the proposed College. The Inspection Committee shall consist of

- a. A Nominee of the University
- b. A Nominee of the Commissioner of Collegiate Education (Govt., Nominee) and
- c. A Nominee of Telangana State Council of Higher Education (Convener)

The Telangana State Council of Higher Education shall place the information on the date of Counseling and Joint Inspection to the Educational Society in website of TSCHE and no further communication will be made with the College in this regard. The Registrar, JNA & FAU shall co-ordinate the Joint Inspection.

The Educational Society shall not pay T.A., D.A. etc., to the members of the Committee and Telangana State Council of Higher Education will pay the same from the fee paid by the Educational Society.

## **VII. ENCLOSURES TO THE APPLICATION**

1. Proof of payment for Rs. 51,000/- (Rupees Fifty One Thousand only) towards Registration, Processing & Inspection fee.  
(Enclose Original proof to the **first copy** of the filled in application and Xerox copy of the proof to other set of application.)
2. A copy of certificate of Registration of sponsoring Society under Societies Act along with constitution and bye-laws of the Educational Society.

**Note:** The duties of the Members of the Society and their powers may be mentioned along with the bye-laws

3. A copy of **Fixed Deposit receipt (FDR)** showing **Financial Resources (FR)** of the Society for a period of six months in favour of Secretary of the Society for the appropriate amount according to the Programmes / Majors proposed to be started. The FDR may be taken on any day from the date of notification to the last date of submission of applications for starting New Visual Arts & Design Degree College and the purpose for which the FDR is taken shall be written on the FDR by the bank as “towards financial resources to start a New Private Un-Aided, Visual Arts & Design Degree College. Original F.D.R. shall be produced to the Counseling committee / Joint Inspection Committee.
4. A copy of **registered ownership document / lease deed for the college building** on the prescribed carpet area i.e., 11,000 sq.ft. carpet area (as the case may be).

**Note:**

- a. The registered lease deed / ownership document should be **in the name of the Society** for the proposed private unaided Visual Arts & Design Degree College to be started. Besides the built up area, other details like survey no. / house no. / town / boundaries etc., shall be mentioned in the document.
  - b. In case the institution is proposed to be located in leased accommodation the registered lease deed showing the applicant’s exclusive right of possession of the site and building for a **period of five years** shall be produced.
5. a. Copy of the **building plan drawn to the scale and drawn by a licensed architect and certified by Principal, College of Architecture / Fine Arts, JNA& FAU after physical verification by him.**

**Note:** The building plan shall contain the details of the property along with the dimensions of each room and the purpose for which it will be utilized. The total builtup area of the college building shall be mentioned clearly.

- b. A copy of Permission letter from the Municipality / Corporation / Gram Panchayat authorities to construct the above building(s) along with approved plans.
6. Photograph(s) of the proposed college building certified by the Principal, College of Architecture / Fine Arts.
  7. A copy of sanitary certificate in respect of the college building issued by the competent authority.
  8. A copy of the **registered ownership document** in respect of **land** possessed by the management in the name of the Society for the proposed private unaided Visual Arts & Design Degree College.

**Note:** The place, extent of the land under possession along with details of the property

shall be mentioned in the document.

9. A copy of sketch plan of the land drawn by licensed surveyor and certified by the concerned MRO.

**Note:** Enclosures 1-9 above shall be numbered and arranged in the same order.

**The Educational Society shall submit the hard copy of the application, proof of payment of processing fee and relevant documents in the form of spiral binding duly enclosing index with page numbers as per the guidelines, so as to avoid the complaints on the submission of documents by the society.**

**VIII. Schedule for New Private Unaided Visual Arts & Design Degree College 2019-20**

|   |   |            |
|---|---|------------|
| Issue of Notification & Download of applications  | : | 27.04.2019 |
| Last date for payment and receipt of applications | : | 15.05.2019 |

Two sets of filled in applications complete in all respects accompanied by the documents and along with two CDs containing the scanned documents of the application and enclosures **should reach the Secretary, TSCHE** on or before **15.05.2019**.

**SECRETARY  
TELANGANA STATE COUNCIL OF HIGHER EDUCATION  
HYDERABAD**



**ANNEXURE**

**PROFORMA TO BE FILLED IN BY THE BANK MANAGER OF THE NATIONALISED /  
SCHEDULED BANK REGARDING PAYMENT OF CORPUS FUND  
BY THE APPLICANT SOCIETY**

Place:

Dt:

To  
The Secretary  
TSCHE  
HYDERABAD

Sir,

Sub: Details of FDR issued in the joint account of the Secretary and Correspondent of \_\_\_\_\_ and Secretary, TSCHE \_\_\_\_\_  
(Name of the Society & Place) (place)  
towards payment of corpus fund – Utilization of interest accrued – Reg.

& & &

1. A fixed deposit receipt bearing no. \_\_\_\_\_ and dated \_\_\_\_\_ for Rs. 2.5. lakhs (Rupees two lakhs fifty thousand only) / Rs.1.67 lakhs (Rupees one lakh sixty seven thousand only) for a period of ten years i.e. from \_\_\_\_\_ to \_\_\_\_\_ in the joint account of the Secretary / Correspondent of \_\_\_\_\_ and Secretary, Telangana

(Name of the Society & Place)

State Council of Higher Education (TSCHE) has been issued by this bank against the remittance of the said amount accompanied by an application to this effect signed jointly by the Secretary / Correspondent of the Society and Secretary, TSCHE mentioned above.

2. This FDR is issued towards the payment of 1<sup>st</sup> installment of 1/3<sup>rd</sup> of corpus fund (1/3<sup>rd</sup> of 7.5 lakhs / 1/3<sup>rd</sup> of 5 lakhs) for starting the proposed \_\_\_\_\_ Private Unaided Visual Arts & Design Degree College sponsored by \_\_\_\_\_  
(Name)  
(Name of the Society, Place)  
during the academic year 2019-20.

3. The interest that will accrue after five years on the said fixed deposit shall be paid to the Secretary / Correspondent of the Society mentioned above which has started New Private Unaided Visual Arts & Design Degree College at \_\_\_\_\_ after receiving the  
(place)  
necessary orders from the Secretary, Telangana State Council of Higher Education, (TSCHE), Hyderabad.

4. This FDR bearing No. \_\_\_\_\_ dated \_\_\_\_\_ shall be operated jointly by the Secretary / Correspondent of the Society/College and Secretary, Telangana State Council of Higher Education mentioned above.

Signature  
Name:  
Designation:  
Seal of the Bank: