

**GOVERNMENT OF INDIA
MINISTRY OF EDUCATION
DEPARTMENT OF HIGHER EDUCATION**

**LOK SABHA
UNSTARRED QUESTION NO. 77
ANSWERED ON 03.02.2025**

Entrance Coaching Institutes

77. Dr. K Sudhakar:

Will the Minister of EDUCATION

be pleased to state:

(a) whether the Government has noticed that a large number of entrance coaching institutes without any credentials operate across the country, if so, the details thereof;

(b) whether the Government has noticed that the entrance coaching institutes mint money in the name of assured ranks in entrance examinations often looting the general public, if so, the steps taken by the Government to regulate the sector;

(c) the steps taken by the Government to ensure that space of public educational institutions is not utilised by private institutions for conducting coaching classes for entrance examination;

(d) the steps taken by the Government to ensure that the State provides coaching to students for various competitive entrance examinations;

(e) the steps/measures being taken by the Government to ensure that such coaching institutes are prohibited from using successful children to market their institutions; and

(f) whether the Government has any data of such coaching institutes and if so, the details thereof, State-wise?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF EDUCATION
(DR. SUKANTA MAJUMDAR)

(a) to (f): Keeping in view the growth in number of unregulated private coaching centres in the country in the absence of any laid down policy or regulation; instances of such centers charging exorbitant fees from students; making misleading promises or guarantee of rank or good marks to parents/students for enrolling them in the coaching center and many other malpractices being adopted by these centres, Department of Higher Education, Ministry of Education (MoE) has circulated a Guidelines for Regulation of Coaching Center to States/UTs on 16.01.2024. This has been followed up with another letter to the States/ UTs on 16.07.2024. Education being in the concurrent list, the State and UT Governments need to take further action by way of appropriate legal framework. The guidelines for regulation of coaching centres are accessible at https://www.education.gov.in/sites/upload_files/mhrd/files/Guideliens_Coaching_Centres_en.pdf

The Guidelines encompasses several key aspects, including defining coaching centers, specifying conditions and necessary documents for registration; outlining infrastructure prerequisites for

establishing coaching centers; the fee charged for courses / curriculum shall be fair and reasonable; under no circumstances the fee shall be increased during the currency of the course; easy exit policy and refund of fee on pro-rata basis; coaching classes for those students who are also studying in institutions / schools shall not be conducted during their institutions / schools' hours so that their regular attendance in such institutions / schools remains unaffected and also to avoid dummy schools. The guidelines stipulate that no coaching center shall publish any misleading advertisement. The guidelines, further stipulate continuous monitoring of activities of the coaching centers; introducing a complaint mechanism and disposal thereof; penalties; process for cancellation of registration and appeals etc.

SATHEE platform has been launched by MoE to provide high-quality content for the competitive examinations like JEE and NEET, along with providing an online assessment module for students. It leverages Web Platform, Mobile Application, YouTube live sessions & DTH channels for delivery. More than 10,000 Hours of Learning Content is available across topics and subjects for the learners.

Under the provisions of the Consumer Protection Act, 2019, the Central Consumer Protection Authority is mandated to prevent and regulate false or misleading advertisements which are prejudicial to the public interest. Central Consumer Protection Authority (CCPA) has taken action against misleading advertisement by coaching centers. In this regard, CCPA has issued 46 notices to various coaching centers for misleading advertisement and unfair trade practice. The CCPA has imposed a penalty of 72 lakhs 60 thousands on 23 coaching institutes and directed them to discontinue the misleading advertisements.

To protect the rights of consumers and maintain transparency in the coaching sector, the CCPA has issued comprehensive guidelines to address the issue of misleading advertisements in the coaching sector. Guidelines for Prevention of Misleading Advertisement in Coaching Sector 2024, aim to safeguard students and the public from deceptive marketing practices commonly employed by coaching centers.

The CCPA guidelines also provides that any person who is engaged in coaching shall not use name, photographs, testimonials or videos of successful candidate in an advertisement without candidate's written consent. The guidelines are available on the Department of Consumer Affairs website <https://consumeraffairs.nic.in/sites/default/files/file-uploads/latestnews/Guidelines%20for%20Prevention%20of%20Misleading%20Advertisement%20in%20Coaching%20Sector%2C%202024.pdf>
