

SMG FIRE AND SAFETY INSTITUTE

Institute of Fire Engineering and Safety Management

(An Initiative of SMG Fire Safety Council – A Section 8, Non-Profit Organization)
ISO 9001:2015 Certified | Corporate Membership Affiliated | DARPAN Registered
(Govt. of India) Recognized Training Partner in Fire & Safety Education)



**SMG FIRE & SAFETY
INSTITUTE
FRANCHISE CENTER
AVAILABLE**

FRANCHISE'S PROSPECTUS

Institutional Credentials :

Registered under Companies Act, 2013 (Section 8 – Non-Profit Company)
ISO 9001:2015 Quality Management Certified
Corporate Member – Fire & Safety Skill Development Councils
Affiliated Training Partner – AIFSTI, Vadodara
Registered on NGO DARPAN, NITI Aayog (Govt. of India)
Training aligned with National Skill Development & Fire Safety Standards

Head Office :

First Floor, Om Tower,
Opposite choudhary charan singh gate,
Nawalgarh road, Sikar (Rajasthan) India- 332001
Helpline no. - +91 9216387372, +91 9256711172

“Nationwide Fire Safety Training – Building Skilled Firefighters for a Safer India”

Email: smgfiresafety.in@gmail.com, support@smgfiresafety.com | Website: www.smgfiresafety.com

INTRODUCTION

SMG Fire & Safety Institute, under the flagship of SMG Fire Safety Council (Registered as Section 8, Non-Profit Organization under Government of India norms), is a premier institution committed to fire safety education, skill development, and public awareness. Established with a vision to create a safe and skilled India, SMG has been actively engaged in providing structured training programs in the field of fire & safety management.

Over the years, SMG Fire & Safety Institute has trained 700+ students annually, offering both short-term and long-term courses that are industry-oriented, practical, and placement-driven. The institute focuses on bridging the gap between the increasing demand for skilled fire safety professionals and the limited availability of standardized training facilities in Tier-2 & Tier-3 cities.

As per government directives on Skill India Mission, Disaster Management, and Fire Safety Regulations, there is a growing need for qualified manpower in industries, airports, metro projects, high-rise buildings, hospitality, schools, and healthcare sectors. SMG Fire & Safety Institute has been contributing to this national requirement by producing well-trained and disciplined professionals who are job-ready from day one.

SMG operates with ISO 9001:2015 certification, ensuring international quality standards in its training methodology, curriculum design, and student evaluation. The institute is further strengthened through its academic collaboration with AIFSTI, Vadodara for Diploma and Certification Programs, making its courses recognized and credible across India.

To expand its reach and make fire & safety education accessible across states, SMG is now inviting applications for its Franchise Model. This initiative aims to empower entrepreneurs, educational institutions, and individuals to establish their own fire & safety training center under the SMG brand name, while receiving complete support in branding, curriculum, training, and placements.

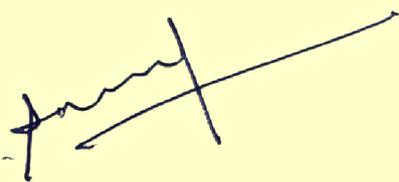
With a noble objective of “Education with Employment”, SMG is not just an institute but a national mission dedicated to saving lives, reducing fire-related risks, and building a trained workforce for India’s future.

Message from the Chairman

“At SMG Fire & Safety Institute, our goal is not just to provide education but to create a nationwide movement for fire safety and skill development. With the vision of a safer tomorrow, we are dedicated to empowering the youth with practical knowledge, discipline, and placement opportunities.



Through our franchise initiative, we aim to reach every state and district of India, ensuring that no community is left behind when it comes to fire prevention and safety preparedness. We welcome you to be a part of this noble mission.”*

A handwritten signature in blue ink, consisting of a series of loops and a long horizontal stroke.

– Chairman,
SMG Fire Safety Council

Message from the National Franchise Director



“The SMG Franchise Model has been designed with a focus on low investment, high growth, and maximum support for our partners. With ready-made curriculum, staff training, branding support, and placement assistance, we ensure that every franchise center runs successfully and maintains high standards.

We invite entrepreneurs, educational institutions, and individuals with passion for education and social service to join hands with us. Together, we can build a network of skilled fire & safety professionals across the nation.”

– National Franchise Director,
SMG Fire & Safety Institute
Sikar, Rajasthan(India)

VISION & MISSION

Vision

“To establish SMG Fire & Safety Institute as a nationally recognized center of excellence in fire safety education and training, creating a network of skilled professionals who contribute to a safer society, resilient industries, and a disaster-prepared nation.”

Our vision reflects our commitment to :

- Building a nationwide network of standardized fire & safety training centers.
- Developing youth employment opportunities through skill-based education.
- Supporting the government’s initiatives on Skill India, Make in India, and Disaster Management.
- Creating a society where safety is a culture, not just a practice.

Mission

Our mission is to advance fire safety education and workforce readiness through:

Affordable & Standardized Training

Providing quality fire & safety education at low cost, especially in Tier-2 & Tier-3 cities where such facilities are limited.

Skill Development & Employment

Empowering youth with practical skills and ensuring job placement & internships in reputed industries, airports, metro projects, and emergency services.

Infrastructure & Expansion

Establishing modern training facilities at the district and state levels, equipped with demo labs, fire equipment, and simulation tools.

Research & Awareness

Promoting fire prevention awareness campaigns, safety audits, and community-based training programs in schools, colleges, hospitals, and corporate sectors.

Nation-Building Approach

Working under the principles of a non-profit (Section 8) organization, ensuring that education is not just commercialized but also contributes to social welfare and national safety standards.

Why Choose SMG Franchise ?

Choosing SMG Fire & Safety Institute as your franchise partner means becoming a part of a recognized, structured, and credible national brand in the fire & safety education sector. With our non-profit Section 8 status, ISO certification, and academic affiliations, we provide a unique combination of trust, quality, and growth opportunity.

Key Advantages of SMG Franchise :

Government Registered & Certified

Operates under SMG Fire Safety Council, registered as a Section 8 Non-Profit Organization under Government of India norms.

ISO 9001:2015 Certified ensuring quality management and international standards in education.

Academic Credibility

Affiliation with AIFSTI, Vadodara for Diploma & Certification Programs.

Recognized curriculum, ready-to-use training modules, and study material provided by SMG Head Office.

Low-Cost, High-Return Model

Designed especially for Tier-2 & Tier-3 cities, requiring low investment but offering sustainable returns.

Comprehensive Support System

Branding & Marketing support (posters, banners, digital ads, and social media).

Curriculum, books, training kits, and regular academic updates.

Staff Training Programs to upgrade faculty and trainers.

Online + Offline Student Management Portal to streamline admissions, fees, and placement records.

Placement & Internship Opportunities

Strong network for job placements in industries, airports, metro projects, hotels, hospitals, and emergency services.

Internship opportunities for students to gain hands-on experience.

Social Recognition

As part of a non-profit initiative, franchise centers also gain recognition for contributing to society's safety & youth employment.

Courses Offered

SMG Fire & Safety Institute provides nationally recognized & internationally aligned professional programs in Fire & Safety. All courses are designed as per SMG Fire Safety Council (Section 8, Non-Profit Organization), ISO 9001:2015 standards, and affiliated with All India Fire Service Training Institute (AIFSTI), Vadodara.

Our curriculum is structured to ensure job-oriented training, practical exposure, and certification acceptable across India and abroad.

1. BASIC FIRE FIGHTING COURSE

- **Duration** : 6 Months
- **Eligibility** : 10th Pass
- **Key Features** : Fire extinguisher use, hose drill, rescue ops, first aid, safety awareness
- **Career Options** : Helper Fireman, Industrial Fire Watcher, Security & Safety staff.

2. DIPLOMA IN FIRE & SAFETY MANAGEMENT

- **Duration** : 1 Year
- **Eligibility** : 10+2 / ITI / Graduate
- **Key Features** : Fire prevention, safety audit, disaster mgmt, rescue drills.
- **Career Options** : Safety Officer, Fire Supervisor, Industries, Oil & Gas plants.

3. DRIVER CUM PUMP OPERATOR

- **Duration** : 1 Year
- **Eligibility** : 10th Pass + LMV/HMV License
- **Key Features** : Fire tender driving, pump operation, hydraulics, rescue ops.
- **Career Options** : Govt. Fire Service Driver, Industry Fire Tender Operator.

4 ARFF

(Aircraft Rescue & Fire Fighting) COURSE

- **Duration** : 1 Year
- **Eligibility** : 12th Pass + Physical Fitness
- **Key Features** : Airport firefighting, aircraft crash rescue, foam application.
- **Career Options** : ARFF Fireman, Airport Authority Fire Services, Aviation sector.

5. SUB FIRE OFFICER COURSE

- **Duration** : 1 Year
- **Eligibility** : 12th Pass / Graduate
- **Key Features** : Leadership training, advanced fire drills, fire station mgmt.
- **Career Options** : Sub Fire Officer in Govt./PSU/Defence Fire Services.

6. FIRE OFFICER COURSE

- **Duration** : 1 Year
- **Eligibility** : Graduate (Science/Technical Preferred)
- **Key Features** : Fire strategy, command & control, legislation, disaster management.
- **Career Options** : Fire Officer, Safety Officer, Disaster Response Officer.

7. DIPLOMA IN INDUSTRIAL SAFETY

- **Duration** : 1 Year
- **Eligibility** : 12th / ITI / Diploma / B.Tech.
- **Key Features** : Industrial hazard mgmt, occupational health, safety audits.
- **Career Options** : Safety Supervisor, Industrial Safety Inspector.

8. DIPLOMA IN CONSTRUCTION SAFETY

- **Duration** : 1 Year
- **Eligibility** : 12th / Diploma / Civil background preferred
- **Key Features** : Building site safety, scaffolding, accident prevention.
- **Career Options** : Construction Safety Officer, Site Safety Supervisor.

9. DIPLOMA IN ENVIRONMENT SAFETY

- **Duration** : 1 Year
- **Eligibility** : 12th / Graduate
- **Key Features** : Pollution control, waste mgmt, green safety laws.
- **Career Options** : Environmental Safety Officer, Pollution Control Boards.

10. ADVANCED DIPLOMA IN OSHEM (Occupational Safety, Health & Environmental Management)

- **Duration** : 1 Year
- **Eligibility** : Graduate / Diploma holders
- **Key Features** : Workplace safety, health legislation, international standards.
- **Career Options** : HSE Officer, EHS Manager, International Safety Jobs.

11. ADVANCED DIPLOMA IN OIL & GAS MANAGEMENT

- **Duration** : 1 Year
- **Eligibility** : Graduate / Diploma (Engg. preferred)
- **Key Features** : Oil refinery safety, petrochemical fire safety, risk mgmt.
- **Career Options** : Safety Officer in Oil & Gas sector, Offshore Fire Safety.

12. ADVANCED DIPLOMA IN INDUSTRIAL SAFETY

- **Duration** : 1 Year
- **Eligibility** : Diploma / Graduate (Engg. preferred)
- **Key Features** : Advanced risk analysis, process safety mgmt, audits.
- **Career Options** : Senior Safety Engineer, Industrial HSE Manager.

13. SANITARY INSPECTOR COURSE

- **Duration** : 1 Year
- **Eligibility** : 12th Pass (Science preferred)
- **Key Features** : Public health, sanitation laws, hygiene & waste mgmt.
- **Career Options** : Sanitary Inspector in Municipal Bodies, Govt. Health Dept.

14. B.SC. IN FIRE & SAFETY MANAGEMENT

- **Duration** : 3 Years (Semester System)
- **Eligibility** : 12th Pass (Science Preferred)
- **Key Features** : Fire engineering, safety mgmt, disaster planning, projects.
- **Career Options** : Fire & Safety Officer, Safety Engineer, Disaster Consultant.

15. NEBOSH (UK Certification)

- **Duration** : 3-6 Months
- **Eligibility** : Graduate / Diploma holders
- **Key Features** : International safety laws, risk assessment, workplace safety.
- **Career Options** : Global HSE Officer, International Oil & Gas Safety.

16. IOSH (UK Certification)

- **Duration** : 3 Months
- **Eligibility** : Diploma / Graduate
- **Key Features** : Managing safety at workplace, HSE compliance.
- **Career Options** : Safety Officer (International), Compliance Manager.

17. OSHA (Occupational Safety & Health Administration – USA)

- **Duration** : 3-6 Months
- **Eligibility** : Graduate / Diploma holders
- **Key Features** : US-based safety training, construction & industry compliance.
- **Career Options** : International Safety Officer, USA/Gulf recognized HSE jobs.

Franchise Model

SMG Fire & Safety Institute offers a structured and scalable franchise model designed for entrepreneurs, educational institutions, and individuals interested in establishing fire & safety training centers. Our model ensures low initial investment, high operational support, and sustainable revenue.

Investment Details

Particulars Amount (Approx.) Remarks

- Franchise Fee ₹21,500/- **GST 18% will be charge extra** (as applicable)
Covers branding rights, training material, and official affiliation
- Infrastructure Setup ₹1,50,000/- Minimum 1200–1500 sq. ft. space, classrooms, demo labs etc.
- Equipment & Training Kit ₹49,000/- **GST 18% will be charge extra**
Fire extinguishers, PPE, hoses, ladders, training mannequins, etc.
- Miscellaneous Expenses As per local requirement Office furniture, computers, marketing, stationery

Total Investment : Approx. ₹2,20,500/- (excluding land/building rent)



Support Provided by SMG

Branding & Marketing Support

Franchise logo usage, banners, posters, social media campaigns, and digital promotions.

Curriculum & Training Material

Ready-made course modules, books, presentations, videos, and practical training guides.

Staff Training Programs

Orientation and refresher training for trainers and administrative staff to maintain quality.

Online + Offline Student Management Portal

Student admission, fees tracking, attendance, exam management, and placement tracking.

Placement & Internship Support

Assistance in student internships and job placements in reputed industries, airports, metro projects, hotels, and hospitals.

Regular Monitoring & Evaluation

Periodic inspections, academic audits, and performance feedback to maintain standards.

Ideal Franchise Partner Profile

- Passionate about education and social service.
- Interested in skill development and employment generation.
- Ready to invest in training infrastructure and adhere to SMG standards.
- Committed to student success and quality delivery.

Infrastructure Requirement

To ensure high-quality training and effective delivery of fire & safety programs, SMG Franchise Centers must comply with the following minimum infrastructure standards. These requirements are designed to provide safe, practical, and professional training environments for students.

Minimum Area Requirement

- Total Area : 1200–1500 sq. ft. (approx.)
- Sufficient space for classrooms, practical training area, demo lab, and administrative office.
- Proper ventilation, lighting, and safety measures in place.

Classroom Facilities

- 2 Classrooms, each accommodating 30+ students.
- Equipped with whiteboards/LED screens, desks, chairs, and projector.
- Adequate seating arrangement for theory and demonstration sessions.

Practical Training Ground / Demo Lab

- Dedicated hands-on training area for fire drills and equipment handling.
- Fire safety equipment such as fire extinguishers, hoses, ladders, and rescue tools.
- Simulation setups for fire scenarios, pump operation, and emergency response drills.

Office & Administrative Area

- Counseling & reception desk for student admissions and inquiries.
- Computer systems for student management, fees tracking, and reporting.
- Storage space for training materials, PPE kits, and certificates.

Essential Equipment & Safety Requirements

- Fire extinguishers (CO2, Foam, Water)
- Fire hoses, hydrants, ladders, and nozzles
- Personal Protective Equipment (helmets, gloves, jackets, boots)
- Training mannequins for rescue operations & first aid demonstrations
- Safety signage and emergency evacuation maps

Additional Recommendations

- Proper ventilation and emergency exits for all classrooms and labs.
- Separate washrooms for male and female students.
- Basic first aid kit and emergency response system.
- Adequate parking space for students and staff.
- Compliance with these infrastructure standards ensures that students receive high-quality training in a safe and professional environment, maintaining the credibility of the SMG brand.

Franchise Application Process

SMG Fire & Safety Institute follows a transparent and structured process to onboard new franchise partners.

This ensures that all franchise centers adhere to quality standards, maintain brand credibility, and provide excellent training services.

Step 1 : Submission of Franchise Application Form

- Interested candidates must complete the official Franchise Application Form provided by SMG Fire and Safety Institute.
- Form to include : personal details, business experience, proposed center location, and infrastructure availability.
- Submission can be done online via email or physically at the Head Office.

Step 2 : Document Verification & Initial Assessment

SMG Head Office reviews the application for eligibility and compliance.

Required documents include :

- Identity Proof (Aadhar/Passport/Driving License)
- Address Proof
- Educational Certificates
- Proposed Center Layout & Lease/Rent Agreement
- Initial assessment ensures the candidate and location meet SMG standards.

Step 3 : Center Inspection

- A site visit by SMG team to evaluate the infrastructure, safety measures, and space adequacy.
- Recommendations provided to align the center with SMG's minimum infrastructure requirements.

Step 4 : Memorandum of Understanding (MOU) Signing

- After approval, the franchise partner signs an MOU with SMG Fire Safety Council.

The MOU outlines :

- Franchise rights and obligations
- Revenue sharing model
- Branding and training support
- Quality standards and compliance norms

Step 5 : Payment of Franchise Fee

- One-time franchise fee of ₹21,500/- to be paid upon signing the MOU.
- Additional infrastructure and equipment expenses to be borne by the franchise partner.

Step 6 : Training & Center Launch

- SMG provides comprehensive training for franchise staff and trainers.
- Supply of curriculum, books, training kits, and student management portal access.
- Official launch of the franchise center with branding, banners, and promotional support.

Step 7 : Continuous Support & Monitoring

- Regular academic audits and performance evaluations.
- Ongoing staff training updates, curriculum enhancements, and placement assistance.
- Ensures high-quality education and uniform standards across all SMG franchise centers.
- Following this structured process ensures that each franchise maintains the reputation, credibility, and educational standards of SMG Fire & Safety Institute.



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Communication

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