

आखिल भारतीय
तकनीकी शिक्षा परिषद्

(भारत सरकार का एक विधिक संस्थान)

नई दिल्ली साउथ एक्सटेंशन, भाग-1, नई दिल्ली-110049.
दूरभाष : 4629908, 4620637, 4620643, 4620815
F.NO. 15-9/B 11/BCS(H)/93/2664



ALL INDIA COUNCIL FOR
TECHNICAL EDUCATION

(A STATUTORY BODY OF THE GOVERNMENT OF INDIA)

D-47, N.D.S.E., PART-I NEW DELHI-110049
PHONE : 4629908, 4620637, 4620643, 4620815

Registered

March 31st 1994

To,

Secretary
Technical Education Department
Govt. of Delhi
Deen Dayal Upadhyay Marg
Delhi-110 002

Subject: Approval to the Institute of Marketing & Management
for PGDMSM (at Delhi centre only) Course

Sir,

I am directed to state that on the recommendations of
the Task Force for Management Education the All India Council for
Technical Education, New Delhi has accorded approval to the
conduct of following programmes at the Institute of Marketing &
Management of Institute of Marketing & Management Trust

Course:

Post Graduate Diploma In Marketing & Sales Management

Annual Intake: 60 [Full Time - 2 Yrs]

Period of Approval: 94-96 (Deficiencies to be removed As per
Annexure-II)

The approval is subject to the fulfillment of the conditions
as per Annexure.

You are requested to kindly take necessary action in the
matter and keep the Northern Region, AICTE, Kanpur and this
office informed of the progress made in this regard.

Yours faithfully,

Shefali Gautam
(Shefali Gautam)
Assistant Director

Robert Kumar Dasgupta
Robert Kumar Dasgupta
Director (Officiating)
Institute of Marketing & Management
New Delhi

01 JUL 2015



CONDITIONS FOR APPROVAL (P)

1. There shall be a separate Governing Council for the Institution and it shall be constituted as per the guidelines prescribed by the AICTE from time to time.
2. The Infrastructural, instructional and other facilities including teaching staff, equipment etc. shall be provided as per AICTE norms prescribed from time to time.
3. A Building with required space as per AICTE norms shall be provided exclusively for this programme.
4. A library shall be established with adequate number of titles, books, journals (both Indian & Foreign) etc.
5. A computer Centre with adequate number of terminals, Printers etc. shall be established.
6. No new course(s) shall be started and no increase shall be made in intake of these courses without prior approval of the AICTE.
7. The teaching staff shall be in the pay-scales as per the AICTE guidelines prescribed from time to time.
8. The faculty shall be recruited as per norms, procedure, qualifications etc. as prescribed by the AICTE from time to time and the selection committee for recruitment shall have the representation of the University and the AICTE also.
9. The admissions shall be made only after adequate infrastructure and all other facilities are provided as per norms and guidelines of the AICTE/Govt. of India/State Govt. and that affiliation of the University has since been obtained.
10. The tuition and other fees shall be charged as prescribed by the Competent Authority within the overall criteria prescribed by the AICTE from time to time.
11. The administrative, academic and financial records including accounts shall be maintained for this Programme. The accounts shall be audited annually by a Chartered Accountant and all the records and reports shall be open for inspection by the AICTE or anybody authorised by it.
12. The curriculum of the course, the procedure for evaluation/assessment of students shall be in accordance with the norms prescribed by the AICTE.

Robert Kumar Daspattanayak
 Dr. Robert Kumar Daspattanayak
 Director (Officiating)
 Institute of Marketing & Management
 New Delhi

01 JUL 2015



(P)

13. The Management shall follow all conditions as may be laid down by the AICTE from time to time and a registered legal undertaking to this effect shall be submitted to the AICTE by July 1994.
14. The endowment fund of Rs 10 lakhs shall be created and deposited in the above named bank and a deposit receipt shall be obtained from the Bank. The Society and Members of the Institute shall.
15. The Institute by virtue of the approval given by AICTE shall not automatically claim any financial grant or assistance from the Central or State Government.
16. The information furnished in respect of the proposal shall be factual and correct. In the event of any information found to be false, misleading or suppressed the approval accorded may be withdrawn by the AICTE.
17. The Institution shall furnish requisite returns and reports as desired by AICTE in order to ensure proper maintenance of administrative and academic standards. The progress report on fulfilment of the above conditions as on 31st December, and 31st May of each year shall be submitted by the Institution to the AICTE during 1994-95.
18. This approval is further subject to full-compliance with the "SCHEME" as prescribed by the Supreme Court in its judgement in *Dr. P. V. Narasimha Murthy & Others vs. State of Andhra Pradesh & Others*, etc. and the related guidelines and criteria as may be issued by the AICTE, GOI or the Central Government from time to time.
19. In the event of non-compliance by the Society with regard to guidelines, norms and conditions laid down by AICTE from time to time, the AICTE or a body or person authorised by it shall be free to take such steps for withdrawal of its approval without consideration of any related issues and that all liabilities arising out of such a withdrawal would solely be that of the concerned Society.
20. An Expert Committee of this Council shall visit the Institute during 1994-96 to verify the compliance of the conditions as laid down above and to make necessary recommendations for further extension or AICTE approval to the conduct of the course.

Shefali Gantam
(Shefali Gantam)
Assistant Director

Dr. Robert Kumar Daspattanayak
Director (Officiating)
Institute of Marketing & Management
New Delhi



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ANNEXURE II.

taking the various relevant aspects regarding identity, finance, infrastructure, teaching arrangements and curricula of the Institute of Marketing Management into account the specific conditions to be complied are as under :

- a. That it will convey evidence of having raised support from industry to the extent of Rs.20 lakhs to AICTE before the admissions for the next Session start.
- b. That it will convey to AICTE evidence of raising Rs.1 crore for construction of the building of the Institute before the commencement of the admission for the next session.
- c. That it will create a separate identity for the College of Business Administration with separate accounts before the commencement of the next Academic Session in 1994.
- d. That it will place at least five Members of Faculty in the regular scales of pay as prescribed by the AICTE without effecting any reduction in the existing faculty. At least one of them will be in the Professor's scale.
- e. That the Institute will arrange for classes for the course on its own premises.
- f. The approval for the other course is deferred till the conditions for this PG Diploma are complied with.

Shefali Gautam
(SHEFALI GAUTAM)

Robert Kumar Dasgupta
Dr. Robert Kumar Dasguptanayak
Director (Officiating)
Institute of Marketing & Management
New Delhi

01 JUL 2015



Copy to :

1. The Director-cum-Secretary, Training & Technical Education, Delhi Administration, Deendayal Upadhyay Marg, New Delhi-110 002

He is requested to kindly monitor the compliance with the conditions as laid down in this approval letter and keep the AICTE informed of the same.

2. The Regional Officer, Northern Regional Office, MHRD, Development Deptt. of Education, 1-A, Lakshmanbagh, Nawabganj, Kanpur - 208 002.
3. The Principal/Director, Institute of Marketing Management, 62-F, Gujan Park, New Delhi-110 003
4. The Registrar, University of Delhi, New Delhi-110 002
5. The Deputy Adviser (I), Planning Commission, Yojana Bhavan, Parliament Street, New Delhi - 110 001.
6. Shri S.D. Awale, JEA(T), Department of Education, Shastri Bhavan, Dr. Rajendra Prasad Marg, New Delhi-1.
7. Shri Vijay Bharat, DEA(T), Department of Education, Shastri Bhavan, Dr. Rajendra Prasad Marg, New Delhi-1.
8. The Programme Director, Indian Society for Technical Education, III Campus, New Mehrauli Road New Delhi-16.
9. ID-1 (Survey Unit), Department of Education, Shastri Bhavan, Dr. Rajendra Prasad Marg, New Delhi-1.
10. Survey Unit (AICTE).
11. Guard file (AICTE).

Shefali Gautam
(Shefali Gautam)
Assistant Director

Robert Kumar Dasgupta
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